

California Department of Public Health
Cancer Prevention and Nutrition Section

Network for a Healthy California

2006-2007 Project Directory





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Director

State of California—Health and Human Services Agency
California Department of Public Health



ARNOLD SCHWARZENEGGER
Governor

September 21, 2007

TO: *NETWORK FOR A HEALTHY CALIFORNIA (NETWORK)*
PARTNERS AND ADVOCATES

SUBJECT: 2006-2007 PROJECT DIRECTORY

The Cancer Prevention and Nutrition Section are pleased to bring you the 2006-2007 Project Directory for the *Network for a Healthy California—Champions for Change (Network)*. The *Network* has been in existence for 11 years, and in 2007 served an estimated at 3 million households with incomes at or below 185 percent of the Federal Poverty Level. This population of more than 10.1 million persons includes about 7 million parents, children and youth.

This Directory introduces the work of all *Network*-funded programs. They promote eating more fruits and vegetables, being physically active every day, and—for those who are eligible—participating in nutrition assistance programs. The statewide, regional and local programs do this through educating consumers in ways that empower them and help those foster environments conducive to these healthy behaviors.

Network partners use social marketing techniques to reach large numbers of people. The *Network's* definition of social marketing is very pragmatic: it is the application of the commercial marketing mix of advertising, public relations, promotion, and personal sales (education) combined with public health techniques of consumer empowerment, community development, public/private partnerships, media advocacy, and policy, systems and environmental change. The *Network's* goals are to increase rates of healthy eating and physical activity among low-income parents and children and to work with others to promote food security. In addition, program activities described in the Directory reflect efforts to make change at five levels of social influence: Statewide; Community; Organizational/Institutional; Interpersonal; and Individual.

Most of the projects presented in this Directory participate in the Local Incentive Award (LIA) Program. Local Incentive Awardees are public agencies that already spend

non-federal funds on allowable nutrition education activities serving low-income households. This portion of the budget is referred to as the “State Share.” By participating in the *Network’s* LIA Program, the partner demonstrates their existing spending toward the *Network* goals and receives a proportional amount of federal funds, referred to as the “Federal Share,” to extend the reach of their existing programs.

Other projects listed in this Directory include: Local Food and Nutrition Education Special Projects, Faith Community Outreach Special Projects, *Regional Networks*, the *Power Play! Campaign*, the *Latino Campaign*, the *African American Campaign*, the *Retail Program*, the *Worksite Program*, other statewide leadership projects, and Food Stamp Outreach.

The project summaries are listed alphabetically within each of the 11 regions. The statewide projects are in a separate section at the end of the Directory. Contact information is included in each entry. Indices organized alphabetically across regions, by county, and by contract type are included to aid you in finding a specific project or group of projects. We hope you will find the Directory a useful tool in strengthening collaboration and networking with new partners in your region.

We continue to be encouraged by the strong, ever-expanding, and committed partnerships that are emerging to promote healthy lifestyles and eliminate diet-and physical-activity-related health disparities in California communities. We thank our partners for their dedication to this important and urgent call to increase fruit and vegetable consumption, daily physical activity, and food security to promote good health, prevent obesity and related health disparities, and otherwise realize the potential of low-income families.

Our entire State team gratefully acknowledges the United States Department of Agriculture Food Stamp Program as the source of *Network* funding, the assistance of the California Department of Social Services our principal partner among state agencies, and the collaboration of our sister Food Stamp Nutrition Education Program administered through the University of California, Davis.

A handwritten signature in black ink, appearing to read "Susan B. Foerster", with a long horizontal line extending to the right.

Susan B. Foerster, M.P.H., R.D., Chief
Cancer Prevention and Nutrition Section

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I. *Network for a Healthy California* State Summary



CANCER PREVENTION & NUTRITION SECTION

Network for a Healthy California

MISSION/VISION:

The *Network for a Healthy California (Network)* is a statewide social marketing initiative led by the California Department of Public Health's Cancer Prevention and Nutrition Section. Its primary focus is to increase the consumption of fruits and vegetables to the recommended levels in the United States *Dietary Guidelines for Americans*. Secondary goals are to promote physical activity to at least 30 minutes a day for adults and 60 minutes a day for children as well as striving to reduce hunger/food insecurity by promoting the Food Stamp program to eligible Californians. These nutrition and physical activity behavioral objectives are designed to reduce the risks of obesity and diet-related chronic diseases, especially cancer, heart disease and type 2 diabetes.

PROGRAM DESCRIPTION AND KEY FUNCTIONS:

The *Network* represents a statewide movement of local, state and national partners collectively working toward improving the health status of low-income Californians through increased fruit and vegetable consumption and daily physical activity. Multiple venues are used to facilitate behavior change in the homes, schools, worksites, and communities of low-income Californians to create environments that support fruit and vegetable consumption and physical activity.

The *Network* works with Local Incentive Awardees (LIAs) that represent almost 100 local agencies in a variety of different community channels, including 37 low resource school districts, 26 local health departments, 10 county offices of education, 6 public colleges and universities, 4 Indian tribal organizations, 2 city governments, 2 First Five Commissions, 2 cooperative extension agencies, as well as sister programs within the California Department of Public Health, park and recreation departments, and non-profit organizations.

Local assistance projects are supported by a statewide infrastructure of eleven Regional Networks and targeted campaigns and programs to promote fruit and vegetable consumption and physical activity. These include the *Be Active! Worksite Program*, the *Retail Program*, *Harvest of the Month*, the *Children's Power Play! Campaign*, and interventions for special populations including Latinos and African Americans. In addition, the *Network* contracts with the California Association of Food Banks to conduct food stamp outreach through the California Food Stamp Program Access Improvement Plan.

The services provided by the *Network* consist of the following:

- Community interventions funded through over 160 local assistance contracts with a variety of local governments and community based organizations.
- Staff support for statewide public private partnerships, planning and administration, including resource development.
- Research and evaluation that supports interventions.
- Media and supermarket interventions.
- Special projects of statewide significance to promote systems and environmental change within USDA parameters.

- Training and technical assistance to *Network* grantees and LIAs.

TARGET POPULATION:

USDA requires that *Network* programs and funding be targeted only to food-stamp eligible populations and, with formal waiver approval, other low-income households with incomes at or below 185% of the Federal Poverty Level within approved census tract locations and community sites.

KEY PARTNERS:

American Cancer Society, American Heart Association, California Center for Research on Women & Families, California Dept. of Education, California Dept. of Food and Agriculture, California Dept. of Social Services, California Elected Women's Association for Education and Research, California Medical Association Foundation, Center for Civic Partnerships, Center for Collaborative Solutions, Produce for Better Health Foundation, Public Health Law Program, UC Davis Cooperative Extension, United Fresh Produce Association, Western Growers.

RECENT SUCCESSES/MILESTONES:

- 2004: Launch of Harvest of the Month Tool Kit promoting a fruit or vegetable each month through classrooms, cafeterias, homes, farms, retail & media.
- 2004: 11 *Regional Nutrition Networks and Collaboratives* established and Food Stamp Access Improvement Plan approved by USDA.
- 2005: Released 'The Economic Costs of Physical Inactivity, Obesity, and Overweight in California Adults: Health Care, Workers' Compensation, and Lost Productivity' report projecting \$28 billion in preventable costs by 2005
- 2005: Launched Front Lines Campaign in TV, radio & outdoor media.
- 2005: Food Stamp Office Resource Kit released statewide.
- 2006: Communities of Excellence in Nutrition, Physical Activity & Obesity Prevention (CX³) rating complete and community indicators piloted by six local health departments.
- 2006: *California Nutrition Network* 10-year anniversary.
- 2006: *California 5 a Day – For Better Health! Campaign* receives Produce for Better Health Foundation National Excellence Award
- 2007: Launch of new *Champions for Change* brand identity for the *Network* and Champion Moms ad flight including grassroots pilot project with 575,000 low-income households in five counties.

FUNDING (AMOUNTS AND SOURCES):

Principal funding is made possible by in-kind contributions from state and local governments that qualify for Federal Financial Participation reimbursement funding from the USDA Food Stamp Program. Other funds are provided through annual appropriations from the Centers for Disease Control and Prevention (CDC) Prevention Block Grant.

| | |
|----------------|---------------------------|
| FFY 2005-2006: | \$95,300,853 (approved) |
| FFY 2006-2007: | \$105,926,881 (approved) |
| FFY 2007-2008: | \$106,000,000 (estimated) |

WEBSITE: www.networkforahealthycalifornia.net and www.championsforchange.net

II. Projects by Region

Bay Area Region

Alameda, Contra Costa, Marin, San Francisco,
San Mateo, and Santa Clara Counties

NETWORK FOR A HEALTHY CALIFORNIA REGIONAL LEAD AGENCY

Project Director

Joe Prickitt, MS, RD
Santa Clara County Public Health Department
Nutrition and Wellness
976 Lenzen Avenue, Unit 1200
San Jose, CA 95126-2737
Phone: (408) 792-5118
Fax: (408) 947-8745
Email: Joe.Prickitt@hhs.co.santa-clara.ca.us
Region: www.barnn.org
Collaborative: www.banpac.org

Children's Power Play! Campaign Coordinator

Zetta Reicker
U.C. Cooperative Extension, Alameda County
1131 Harbor Bay Parkway, Suite 131
Alameda, CA 94502
Phone: (510) 639-1272
Fax: (510) 748-9644
Email: mzwells@ucdavis.edu

Latino Campaign Coordinator

Pamela Harter
Santa Clara County Public Health Department
976 Lenzen Avenue, Unit 1200
San Jose, CA 95126
Phone: (408) 792-5130
Fax: (408) 947-8745
Email: pamela.harter@hhs.sccgov.org

African American Campaign Coordinator

Monique Woodford
Santa Clara County Public Health Department
Nutrition and Wellness Unit
976 Lenzen Avenue, Unit 1200
San Jose, CA 95126
Phone: (408) 792-5149
Email: Monique.Woodford@hhs.sccgov.us

Worksite Program Coordinator

Suellen Haggerty, R.D.
Santa Clara County Public Health Department
Nutrition and Wellness
976 Lenzen Avenue, Unit 1200
San Jose, CA 95126
Phone: (408) 792-5133
Fax: (408) 947-8745
Email: Suellen.Haggerty@hhs.co.santa-clara.ca.us

Physical Activity Specialist

Carmen Bogan
Santa Clara County Public Health Department
Nutrition and Wellness
976 Lenzen Avenue, Unit 1200
San Jose, CA 95126
Phone: (510) 482-8827
Fax: (510) 531-2076
Email: carmenbo@pacbell.net

Collaborative

Janet Leader, MPH, RD
Santa Clara County Public Health Department
Nutrition and Wellness
976 Lenzen Avenue, Unit 1200
San Jose, CA 95126
Phone: (408) 792-5131
Fax: (408) 947-8745
Email: Janet.Leader@hhs.sccgov.org



ACTS COMMUNITY DEVELOPMENT

Faith-Based

| | | |
|--|---|---|
| Ms. Devra Hutchinson 7200 Bancroft Ave Ste 262 Oakland, CA 94605-2412 Phone: (510) 618-1914 Fax: (510) 567-1709 Devra.Hutchinson@acgov.org | Grant Amount: \$85,000 First Funded: 2004-2005 | <u>Legislators</u> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Barbara Lee CA Sen. Don Perata CA Asm. Sandre Swanson |
|--|---|---|

Target Audience

- Gender: Male (20%); Female (80%)
- Age: 18 to 24 (50%); 25 to 54 (50%)
- Ethnicity: African American (76%); Asian (3%); Caucasian (4%); Latino (11%); mixed race (6%)
- Language: English (100%)

Intervention Channels:

Faith/Churches (2); Grocery Stores (10); Festivals (4)

Narrative Summary:

The African American Campaign at Acts Community Development conducts interventions at churches, festivals, health fairs, and community events. The Body & Soul Program recruits and trains peer health leaders who provide education on the importance of proper nutrition and physical activity at all of their events. The peer health leaders receive extensive training from Alameda County Public Health Department on nutrition, the effects of diet and chronic disease, diabetes, and interviewing skills. In addition to the training provided by the health department, they are trained on the Body & Soul Program by the program coordinator. This faith-based community project integrates nutrition education and physical activity promotion into on-going church activities; provides training to partnering churches; holds community health fairs; educates local partners; conducts education at farmers' markets; merchandises retail grocery stores; conducts food demonstrations at grocery stores; and brings attention to African American health issues through media interviews and public relations events. Project staff participate in the African American Advisory Council and maintain partnerships with public and private organizations.

ALAMEDA COUNTY HEALTH CARE SERVICES AGENCY

Local Incentive Awardee: Government - Local Public Health Department

Ms. Diane Woloshin

Director of Nutrition Services
Nutrition Services
3600 Telegraph Avenue
Oakland, CA 94609-2427

Phone: (510) 595-6458

Fax: (510) 595-6486

diane.woloshin@acgov.org

State Share: \$7,177,336

Federal Share: \$3,588,668

First Funded: 1999-2000

Legislators

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Barbara Lee

CA Sen. Don Perata

CA Asm. Sandre Swanson

Target Audience

- Gender: Male (48%); Female (52%)
- Age: All Ages
- Ethnicity: African American (26%); Asian (21%); Caucasian (36%); Latino (27%); Native American (1%); Pacific Islander (1%); Marked other on Census (14%)
- Language: English (64%); Spanish (13%); Asian/pacific Islander (14%); Indo European (8%); Other (1%)

Intervention Channels:

Afterschool Programs (23); Community-Based Organizations (6); Community Clinics (non-government) (3); Community Youth Organizations (1); Faith/Churches (6); Farmers' Markets (1); Head Start (1); Housing Projects (1); Other Preschools or Daycares (not HeadStart) (2); Parks, Recreation Centers (8); Schools (K-12) (29); Senior Centers (4); WIC Sites (4)

Narrative Summary:

Alameda County Nutrition Services delivers a comprehensive social marketing initiative designed to change the dietary and physical activity behaviors of low-income, food stamp eligible residents of Alameda County. The population is reached through schools, senior centers, WIC Programs, and community collaborations. Activities are grounded in primary research with the target and audience. The Healthy Living Councils at schools and senior centers educate and empower community members to become actively engaged in improving nutrition and overall health individually, for their families, and their communities. They train and support community partners who impact low income food stamp eligible residents. The 'Healthy Living ...for life' campaign is designed to increase healthy lifestyle adoption through collaborative partnerships with community agencies. Working with over 100 community groups, 'Healthy Living ...for Life' uses a train-the-trainer model to provide ready to use nutrition interventions and tools and technical assistance. The school campaign includes school wide interventions, classroom learning, curriculum integration, Harvest of the Month, cooking classes, and training for food service, school nursing, and after school staff. Promotional efforts have increased breastfeeding rates, fruit and vegetable consumption, and farmers market redemption rates among WIC clients.

ALAMEDA COUNTY OFFICE OF EDUCATION Coalition

Local Incentive Awardee: Education - County Office of Education

| | | |
|---|--|---|
| Ms. Chris Boynton Director 313 W Winton Ave Ste 244 Hayward, CA 94544 Phone: (510) 670-4539 cboynton@acoe.org | State Share: \$6,911,211 Federal Share: \$3,447,614 First Funded: 2002-2003 | <u>Legislators</u> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Fortney H. Stark CA Sen. Ellen Corbett CA Asm. Mary Hayashi |
|---|--|---|

Target Audience

- Gender: Male (50%); Female (50%)
- Age: All Ages
- Ethnicity: African American (18%); Asian (19%); Caucasian (26%); Latino (27%); Native American (1%); Pacific Islander (1%); Filipino (5%); Multiple/No Response (3%)
- Language: Cantonese (1%); English (80%); Mandarin (1%); Spanish (13%); Tagalog (1%); Vietnamese (1%); All others (3%)

Intervention Channels:

Afterschool Programs (21); Schools (K-12) (35)

Narrative Summary:

Alameda County Office of Education Nutritional Learning Community Project, an extension of the highly successful Hayward Nutritional Learning Community Project, reaches out to the school districts of Emery, San Lorenzo, and Livermore to deliver an integrated nutrition education program that increases consumption of fruits and vegetables. By building capacity among the teachers to teach academically-aligned nutrition education curriculum and enhance adopted district curriculum, the program delivers hands on materials, professional development, and support to create cultures of health at each school site. As the program flourishes and grows, garden-based nutrition education and cooking further enhance students' ability to distinguish a healthy meal from one not as healthy. Cafeterias join in the Harvest of the Month fun by offering selections on the salad bar and as entrees to create a culture of nutritious curiosity that ensures students and their caregivers a taste of something new each month! Every year the harvest is celebrated with families through the Spring Fling.

ALAMEDA COUNTY OFFICE OF EDUCATION Rock La Fleche Community School

Local Incentive Awardee: Education - County Office of Education

| | | | |
|---------------------------------|-----------------------|------------------|----------------------------|
| Ms. Toni Adams | State Share: | \$163,226 | <u>Legislators</u> |
| Rock La Fleche Community School | Federal Share: | \$81,613 | U.S. Sen. Dianne Feinstein |
| 313 West Winton Avenue | First Funded: | 1999-2000 | U.S. Sen. Barbara Boxer |
| Hayward, CA 94544-1136 | | | U.S. Rep. Fortney H. Stark |
| Phone: (510) 670-7747 | | | CA Sen. Ellen Corbett |
| Fax: (510) 670-4577 | | | CA Asm. Mary Hayashi |
| vtoni@acoe.k12.ca.us | | | |

Target Audience

- Gender: Male (50%); Female (50%)
- Age: 12 to 17
- Ethnicity: African American (43%); Asian (9%); Caucasian (31%); Latino (16%)
- Language: English (100%)

Intervention Channels:

Schools (K-12) (3); High School (3)

Narrative Summary:

The health and nutrition education program positively impacts dietary values, attitudes, and behaviors to actively improve health and wellness among low-income and minority Californians. Through classroom, garden, and community-based activities, students research and analyze nutrition issues related to the evolving health of the local community. Students act in collaboration with teachers, community partners, and program administrators to identify community needs and to design public information campaigns that promote the increased consumption of fresh fruits and vegetables. This unique service-learning project involves students directly in identifying community challenges and in developing ways to positively address these concerns.

Rock La Fleche students use an aspect of previous years' nutrition research to form the foundation of their service-learning effort for the current year. Rock La Fleche students produce a single map detailing the location of and organizational information about neighborhood and community produce garden sites in West Oakland. In continuing support of West Oakland community gardens, students distribute the map through a public information campaign in and around the city. Rock La Fleche students also will create a traveling exhibit of their work including excerpts of interviews with local residents and elected officials and photo collages of their travels.

BERKELEY UNIFIED SCHOOL DISTRICT*Local Incentive Awardee: Education - School District*

Ms. Melanie Okamoto
 CNN Program Supervisor
 1835 Allston Way #7
 Berkeley, CA 94703-1764

Phone: (510) 644-6710
 Fax: (510) 644-7753

Melanie_Okamoto@berkeley.k12.c
 a.us

State Share: \$2,796,185

Federal Share: \$1,398,047

First Funded: 1999-2000

Legislators

U.S. Sen. Dianne Feinstein
 U.S. Sen. Barbara Boxer
 U.S. Rep. Barbara Lee
 CA Sen. Don Perata
 CA Asm. Loni Hancock

Target Audience

- Gender: Male (49%); Female (51%)
- Age: Under 5; 5 to 8; 9 to 11; 12 to 17
- Ethnicity: African American (33%); Asian (6%); Caucasian (22%); Latino (21%); Native American; Pacific Islander; Filipino; Multi- (15%)
- Language: Arabic; Armenian; Bosnian; Cantonese; English; Farsi; Hmong; Khmer; Korean; Lao; Mandarin; Russian; Spanish; Tagalog; Vietnamese

Intervention Channels:

Afterschool Programs (10); Schools (K-12) (10); preschools (4)

Narrative Summary:

Berkeley Unified School District (BUSD) seeks to educate all students on the importance of eating fresh fruits and vegetables and getting physical activity every day as way of maintaining life long good health. Students are exposed to a variety of fruits and vegetables through hands on nutrition cooking classes. Nutrition education garden classes teach students how to grow their favorite fruits and vegetables as well as provide them with an opportunity to be active as they learn about nutrition. Special school wide and district wide events such as Harvest Fairs and Open House nights give parents an opportunity to join their children in learning fun and easy ways to make healthy choices. BUSD promotes the Harvest of the Month (HOTM) program to every student in the district via newsletters and menus. Food Services incorporates the featured HOTM item in their menu planning and even includes one recipe per month that has been developed by the cooking instructors in collaboration with their students. The BUSD School Lunch Initiative is an innovative partnership that emphasizes the relationships among food, diet, physical activity, health and the environment.

CITY OF BERKELEY HEALTH AND HUMAN SERVICES DEPARTMENT

Local Incentive Awardee: Government - Local Public Health Department

| | | |
|--|--|---|
| Ms. Kate Clayton Project Director 1947 Center St 2nd Floor Berkeley, CA 94704-1155 Phone: (510) 981-5314 Fax: (510) 981-5335 kclayton@ci.berkeley.ca.us | State Share: \$257,771 Federal Share: \$128,885 First Funded: 2000-2001 | <u>Legislators</u> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Barbara Lee CA Sen. Don Perata CA Asm. Loni Hancock |
|--|--|---|

Target Audience

- Gender: Male (45%); Female (55%)
- Age: All Ages
- Ethnicity: African American (40%); Asian (5%); Caucasian (5%); Latino (35%); Pacific Islander (5%); Mixed Ethnicity (10%)
- Language: English; Spanish

Intervention Channels:

Afterschool Programs (3); Faith/Churches (1); Farmers' Markets (2); Head Start (8); Parks, Recreation Centers (3); Public Health Departments (1); Senior Centers (1); WIC Sites (1)

Narrative Summary:

The City of Berkeley has striking inequities in the health of residents based on race/ethnicity and socioeconomic status. The Health Department 'Berkeley Be Fit' project addresses this inequity utilizing all five spheres of the Social-Ecological Model to increase nutrition education, fruit and vegetable consumption, healthy eating and promote physical activity among food stamp eligible Berkeley residents with an emphasis on African-American and Latino residents of South and West Berkeley. Geographic Information System (GIS) mapping is utilized to focus on eligible residents. Outreach, educational and promotional activities are conducted through an intergenerational approach at a wide range of locations in low-income census tracts including city recreation centers, job training programs, homeless shelters, churches, Head Starts, Women Infant Children (WIC) clinics, and Berkeley Alternative High School. Services are delivered by nutritionists, community health workers, and peer residents and include table outreach, workshops, and newsletters. Outreach providing both nutrition education and promoting increased use of federal nutrition programs is conducted in collaboration with other community programs at venues such as street corners, street fairs, recreation and senior centers, clinics, ethnic events (Juneteenth, etc.), parks, beauty shops, and laundromats.

CHILDREN'S COUNCIL OF SAN FRANCISCO

Local Food and Nutrition Education

| | | |
|---|---|--|
| Ms. Bergen Watterson Nutrition Manager 445 Church Street San Francisco, CA 94114-1720 | Grant Amount: \$50,000 Contract Duration: 2003-2008 First Funded: 2003 | <u>Legislators</u> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Nancy Pelosi CA Sen. Carole Migden CA Asm. Mark Leno |
| Phone: (415) 276-2929 Fax: (415) 343-3331 | | |
| bwatterson@childrenscouncil.org | | |

Target Audience

- Gender: Male (10%); Female (90%)
- Age: 25 to 54 (70%); 55 to 64 (25%); Over 65 (5%)
- Ethnicity: African American (35%); Asian (4%); Caucasian (24%); Latino (35%); Middle Eastern (2%)
- Language: Cantonese (1%); English (49%); Russian (10%); Spanish (35%); Tagalog (2%); Vietnamese (3%)

Intervention Channels:

Community-Based Organizations (1); Farmers' Markets (3); Other Preschools or Daycares (not Head Start) (2); Private Homes (75)

Narrative Summary:

The Children's Council of San Francisco (CCSF) partners with various community-based organizations and collaboratives to teach nutrition classes to day care home providers and FSNE-eligible parents/families. The classes focus on healthy recipes and affordability of food. CCSF conducts tours of local Farmers' Markets, emphasizing the benefits of buying local produce, taste-testing and cooking demonstrations that include fresh fruits and vegetables.

Based on pre-existing materials, the contractor developed a resource and activity booklet to distribute to day care home providers. The booklet includes healthy recipes, word games, and nutrition education, as well as ideas for indoor and outdoor physical activity that are appropriate for various ages. CCSF organizes networks of providers who live in same neighborhoods in order to establish 'game days' or 'play dates' in local parks and share healthy picnics and nutrition education strategies. Thus, the children in care will participate in larger, more inclusive nutrition education and physical activities.

CONTRA COSTA HEALTH SERVICES

Community Wellness and Prevention Program

Local Incentive Awardee: Government - Local Public Health Department

Ms. Donna Coit, M.P.H., R.D.

Program Manager
Community Wellness and
Prevention Program
597 Center Avenue Suite 115
Martinez, CA 94553-4669

Phone: (925) 313-6843

Fax: (925) 313-6840

dcoit@hsd.cccounty.us

State Share: \$1,764,541

Federal Share: \$882,271

First Funded: 1996-1997

Legislators

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. George Miller

CA Sen. Tom Torlakson

CA Asm. Mark DeSaulnier

Target Audience

- Gender: Male (10%); Female (90%)
- Age: 5 to 8 (3%); 9 to 11 (10%); 12 to 17 (2%); 18 to 24 (25%); 25 to 54 (57%); 55 to 64 (3%)
- Ethnicity: African American (37%); Asian (4%); Caucasian (15%); Latino (43%); Pacific Islander (1%)
- Language: English (55%); Spanish (45%)

Intervention Channels:

Afterschool Programs (10); Faith/Churches (2); Farmers' Markets (2); Food Closets/Pantries/Banks (1); Grocery Stores (2); Housing Projects (1); Other Preschools or Daycares (not Head Start) (450); Parks, Recreation Centers (2); Public Health Departments (7); Schools (K-12) (11); Senior Centers (4); Universities, Community Colleges (1); WIC Sites (4); parents groups (8); First Five Centers (4)

Narrative Summary:

Contra Costa Health Services' comprehensive food stamp nutrition education includes services in health care, school-based, and community settings. The public health and health care plan staff are incorporating healthy eating and physical activity messages and materials into routine encounters with food stamp eligible clients. The public health center providers are reaching individuals with nutrition and physical activity messages and goal setting using the 'Rx for Health' pad and motivational interviewing. WIC families are receiving nutrition education beyond the federal WIC mandate through extra workshops, a 'reduce screen time' campaign, and breastfeeding peer support. This program also helps students, parents, and staff to identify healthy food and physical activity choices and make positive changes through schools and after-school programs. School and after-school staff are trained to deliver high-quality nutrition and physical activity promotion programs. Through a variety of settings, including child care homes, public access television, First Five Centers, faith institutions, community based organizations, food stamp offices, group recovery homes, and others, the program delivers direct nutrition education through workshops in English/Spanish; places materials, posters, and resources in community and retail locations; and reaches people indirectly through events, festivals, and mailings.

EAST BAY ASIAN YOUTH CENTER*Local Food and Nutrition Education*

| | | |
|--|---|--|
| Ms. Susan Yee Program Project Coordinator, East Bay Asian Youth Center Administrator 2025 E 12th St Oakland, CA 94606 Phone: (510) 533-1092 Fax: (510) 533-6825 susan@ebayc.org | Grant Amount: \$80,936 Contract Duration: 2006- 2009 First Funded: 2006 | Legislators U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Barbara Lee CA Sen. Don Perata CA Asm. Sandre Swanson |
|--|---|--|

Target Audience

- Gender: Male (49%); Female (51%)
- Age: 5 to 8 (25%); 9 to 11 (25%); 12 to 17 (25%); 25 to 54 (15%); 55 to 64 (10%)
- Ethnicity: African American (23%); Asian (34%); Caucasian (12%); Latino (27%); Pacific Islander (1%); Filipino (1%)
- Language: Cantonese (23%); English (40%); Khmer (3%); Lao (1%); Spanish (20%); Tagalog (2%); Vietnamese (7%); Other African (1%); Other Asian (2%)

Intervention Channels:

Afterschool Programs (6); Community Clinics (non-government) (1); Gardens (1); Schools (K-12) (6)

Narrative Summary:

The East Bay Asian Youth Center's (EBAYC) Nutrition Education Project (NEP) provides high quality, culturally sensitive, language-specific nutrition education to the San Antonio community through lessons in the classroom, after-school programs, and Parent Action Committees.

EBAYC's NEP includes previously piloted, hands-on, science based nutrition lessons co-taught by a credentialed teacher and a qualified nutrition educator. After school, students participate in the International Cooking Club and develop tastes for new foods. Parents are engaged through general nutrition and physical activity promotion lessons from Alameda County nutrition experts and our qualified nutrition educator. Each year NEP provides two community health nutrition education outreach events that are planned and implemented by students, parents, and staff.

EBAYC's NEP builds on its more than 15 years of experience working with families in the San Antonio community.

ECOLOGY CENTER Farm Fresh Choice

Local Food and Nutrition Education

| | | |
|---|---|---|
| Ms. Tiffany Golden 2530 San Pablo Avenue Berkeley, CA 94702-2000 | Grant Amount: \$84,766 | <u>Legislators</u> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Barbara Lee CA Sen. Don Perata CA Asm. Loni Hancock |
| Phone: (510) 848-1704 Fax: (510) 548-2240 | <i>Contract Duration:</i> 2006-2009 | |
| farmfreshchoice@ecologycenter.org | <i>First Funded:</i> 2006 | |

Target Audience

- Gender: Male (35%); Female (65%)
- Age: All Ages
- Ethnicity: African American (50%); Asian (1%); Caucasian (15%); Latino (33%); mixed race (1%)
- Language: English (65%); Spanish (33%); various Asian languages (2%)

Intervention Channels:

Afterschool Programs (4); Community-Based Organizations (3); Community Youth Organizations (5); Faith/Churches (6); Other Preschools or Daycares (not Head Start) (1); Parks, Recreation Centers (2); Private Homes (350); Schools (K-12) (10); Senior Centers(1); Universities, Community Colleges (1); Community Festivals (15)

Narrative Summary:

Farm Fresh Choice (FFC) provides nutrition education to FSNE-eligible residents of South and West Berkeley at strategic locations where the target audience is known to congregate: after-school subsidized childcare facilities, youth recreation centers, festivals, churches, and schools.

Nutrition education takes a variety of forms: brochures, recipes, displays, games, presentations, newsletters, teen "zines," cooking classes, and most importantly, fruit and vegetables, and healthful dish tastings. This approach is based on the belief that nutrition education is hollow if it does not take place in the context of tasting, touching, sampling recipes, and the pleasurable, social sharing of food. All of the outreach activities are designed to create enthusiasm for healthy food, to increase residents' understanding of health and nutrition, and to encourage the consumption of fresh fruit and vegetables.

FFC addresses the social and environmental barriers to healthy eating by making sure that the food and materials are culturally appropriate, and hiring and training youth interns from the target community to conduct the nutrition outreach. The youth internship program is specifically designed to cultivate a new generation of leaders: knowledgeable and articulate food activists who will advocate for healthy eating habits in their schools, families, and social networks.

ENVIRONMENTAL EDUCATION COUNCIL OF MARIN*Local Food and Nutrition Education***Ms. Catriona MacGregor-
Glazenbrook**

Executive Director
42 Bolinas Road Ste G
Fairfax, CA 94930

Phone: (415) 485-4908

Fax: (415) 456-7274

catriona@eecom.net

Grant Amount: \$60,700

**Contract Duration: 2003-
2007**

First Funded: 2003-2004

Legislators

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Lynn Woolsey

CA Sen. Carole Migden

CA Asm. Jared Huffman

Target Audience

- Gender: Male (51%); Female (48%)
- Age: 5 to 8 (45%); 9 to 11 (42%); 25 to 54 (11%); 55 to 64 (2%)
- Ethnicity: African American (14%); Asian (5%); Caucasian (8%); Latino (72%); Native American and more than one ethnicity indicated (1%)
- Language: English (25%); Spanish (72%); Vietnamese (3%)

Intervention Channels:

Afterschool Programs (1); Gardens (5); Parks, Recreation Centers (1); Schools (K-12) (4)

Narrative Summary:

Schools are a focal point of the community where the future of children's health and intellectual development is shaped. School children are at a habit-forming age and receive daily messages about nutrition and health through the media, friends, family and school. This project engages school communities of four low-income and ethnically diverse schools in assessing and bringing about improvements related to food and nutrition.

Program goals include raising awareness among targeted school communities about the value of locally grown nutritious food and healthy behaviors, building a broad-based coalition of school community members to support nutrition education efforts at school, demonstrating and teaching nutrition education concepts to teachers from four target schools for classroom use, expanding and sustaining hands-on learning experiences for students linking nutrition and school gardens with core subjects, increasing consumption of fresh fruits and vegetables, and increasing the level of physical activity among students.

HEALTHY OAKLAND, INC.*Faith-Based***Ms. LaNiece Jones**

2580 San Pablo Avenue
Oakland, CA 94612-1160

Phone: (510) 444-7144

Fax: (510) 444-9955

lajpr@aol.com

Grant Amount: \$85,000

First Funded: 2004-2005

Legislators

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Barbara Lee

CA Sen. Don Perata

CA Asm. Sandre Swanson

Target Audience

- Gender: Male (20%); Female (80%)
- Age: 18 to 24 (50%); 25 to 54 (50%)
- Ethnicity: African American (76%); Asian (3%); Caucasian (4%); Latino (11%); mixed race (6%)
- Language: English (100%)

Intervention Channels:

Faith/Churches (2); Grocery Stores (10); Festivals (4)

Narrative Summary:

The African American Campaign at Healthy Oakland, Inc., implements the Body & Soul Program at two churches in Alameda County. Volunteer advisors are recruited and trained to conduct motivational interviews and participate in health education classes. A minimum of forty low-income African American women complete the Body & Soul Program by participating in health forums such as 'Take Charge of Your Health', 'Healthy Eating for Weight Management,' and 'Fruits and Vegetables as Healthy Snacks.' The program also conducts interventions at festivals, health fairs, grocery stores, and community events. Campaign messages have been featured through interviews for the Health Beat Show (Comcast Cable), Oakland Post, and the Commemorator. Partnerships have been established with the Bay Area Black United Fund, Bay Area African American Health Initiative, Society of St. Vincent DePaul, and Alpha Sorority/Fraternity.

JUBILEE RESTORATION, INC.*Faith-Based***Reverend Gordon Choyce, Sr.**

2144 Byron Street
Berkeley, CA 94702-1858

Phone: (510) 540-8111

Fax: (510) 849-9092

rev@jubileerestore.org

Grant Amount: \$85,000

First Funded: 2004-2005

Legislators

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Barbara Lee

CA Sen. Don Perata

CA Asm. Loni Hancock

This contract ends early on February 2, 2007.

Target Audience

- Gender: Male (20%); Female (80%)
- Age: 18 to 24 (50%); 25 to 54 (50%)
- Ethnicity: African American (76%); Asian (3%); Caucasian (4%); Latino (11%); mixed race (6%)
- Language: English (100%)

Intervention Channels:

Faith/Churches (2); Grocery Stores (10); Festivals (4)

Narrative Summary:

The African American Campaign at Jubilee Restoration (Jubilee) has three major goals: increase fruit and vegetable consumption, increase physical activity, and promote utilization of the food stamp programs among low-income African American adults aged 18-54 years old and their school-age children.

Jubilee's first objective is to improve the health habits of low-income African Americans, primarily women ages 18-54, through Body & Soul and Campaign activities in three churches annually. Jubilee forms advisory boards to help plan the project and administer program activities and physical activity promotion events such as the Junior Nutrition Olympics and health walk.

The Campaign also reaches thousands of low-income African Americans with needed health information through community outreach events. Jubilee's community activities include presentations through partnerships with several non-profit community organizations, local grocery stores and corner stores. They perform healthy cooking demonstrations, take part in existing cultural festivals, and coordinate health fairs and physical activity promotion events in the community.

MARIN COUNTY HEALTH AND HUMAN SERVICES

Local Incentive Awardee: Government - Local Public Health Department

Ms. Linda Armstrong, R.D., M.S.

899 Northgate Drive Suite 415
San Rafael, CA 94903-3667

Phone: (415) 473-7059

Fax: (415) 473-6266

larmstrong@co.marin.ca.us

State Share: \$1,423,988

Federal Share: \$711,994

First Funded: 1999-2000

Legislators

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Lynn Woolsey

CA Sen. Carole Migden

CA Asm. Jared Huffman

Target Audience

- Gender: Male (50%); Female (50%)
- Age: All Ages
- Ethnicity: African American (3%); Asian (5%); Caucasian (79%); Latino (11%); Native American (1%); Pacific Islander (1%)
- Language: English (80%); Spanish (10%); Tagalog (1%); Vietnamese (4%); Other Indo-European languages (5%)

Intervention Channels:

Afterschool Programs (2); Community-Based Organizations (25); Community Clinics (non-government) (1); Community Youth Organizations (3); Farmers' Markets (2); Food Closets/Pantries/Banks (2); Food Stamp Offices (1); Gardens (3); Head Start (1); Health Care Facilities (non-government) (2); Other Preschools or Daycares (not Head Start) (1); Public Health Departments (1); Schools (K-12) (7); Senior Centers (1); Soup Kitchens/Congregate Meal Sites (1); WIC Sites (1)

Narrative Summary:

The Nutrition Wellness Program's mission is to improve the daily eating practices and physical activity among the food-stamp-eligible population residing in Marin County by promoting the importance of fruit and vegetable consumption, participation in regular physical activity, and participation in the federal food assistance programs.

This program uses the Spectrum of Prevention socioecological model and collaborative partnerships to achieve the following objectives: 1) Foster collaborative partnerships to increase community awareness, educate families on the importance of fruit and vegetable consumption, and increase access to healthy foods and regular physical activity; 2) Coordinate the Marin Nutrition Wellness Physical Activity Collaborative in order to implement and monitor a county-wide plan for promoting healthy eating, increased access to healthy foods, and being active; 3) Continue to improve and expand nutrition education and physical activity promotion efforts to educate the community around changing the environment to improve healthy eating and physical activity behaviors; and 4) Provide technical assistance, assessment/evaluation tools, and Train the Trainer programs to schools, public health programs (WIC, Social Services, Public Health Nursing, etc.), and other community programs working with the FSNE-eligible population.

MOUNT DIABLO UNIFIED SCHOOL DISTRICT

After School Program

Local Incentive Awardee: Education - School District

| | | |
|--------------------------|---------------------------------|----------------------------|
| Ms. Debra Mason | State Share: \$702,811 | <u>Legislators</u> |
| Program Administrator | Federal Share: \$350,527 | U.S. Sen. Dianne Feinstein |
| 3105 Willow Pass Rd | First Funded: 2001-2002 | U.S. Sen. Barbara Boxer |
| Bay Point, CA 94565-3217 | | U.S. Rep. George Miller |
| Phone: (925) 458-1601 | | CA Sen. Tom Torlakson |
| Fax: (925) 458-2736 | | CA Asm. Mark DeSaulnier |
| ambrose31@hotmail.com | | |

Target Audience

- Gender: Male (52%); Female (48%)
- Age: 5 to 8 (50%); 9 to 11 (30%); 12 to 17 (20%)
- Ethnicity: African American (15%); Asian (8%); Caucasian (20%); Latino (53%); Native American (1%); Pacific Islander (3%)
- Language: English (52%); Hmong (1%); Spanish (45%); Tagalog (1%); Vietnamese (1%)

Intervention Channels:

Afterschool Programs (12); Gardens (2); Parks, Recreation Centers (2)

Narrative Summary:

Mt. Diablo CARES (Collaborative for Academic, Recreation and Enrichment for Students) is a unique collaborative that includes Mt. Diablo School District, Ambrose Recreation and Park District, City of Concord and local police departments. A 1.2 acre garden at Riverview Middle School is visited by students from 12 after-school sites each week. Additionally, a second garden at Glenbrook Middle that is about a quarter acre is included. The Nutrition Educators conduct middle school elective classes at Riverview during the regular school day. Students are extremely enthusiastic about the course and have expressed that they have learned valuable nutrition knowledge from the experience. After school students enjoy their classes in the garden classroom, especially cooking the produce they have grown in the garden

NATIVE AMERICAN HEALTH CENTER, INC.*Local Incentive Awardee: Indian Tribal Organizations*

| | | |
|---|--|---|
| Ms. Chris Weahunt Program Manager 3124 International Blvd Ste 201 Oakland, CA 94601-2902 Phone: (510) 535-4460 Fax: (510) 261-6438 chrisw@nativehealth.org | State Share: \$223,808 Federal Share: \$111,904 First Funded: 1999-2000 | <u>Legislators</u> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Barbara Lee CA Sen. Don Perata CA Asm. Sandre Swanson |
|---|--|---|

Target Audience

- Gender: Male (40%); Female (60%)
- Age: All Ages
- Ethnicity: African American (17%); Caucasian (34%); Latino (33%); Native American (16%)
- Language: English (85%); Spanish (15%)

Intervention Channels:

Community-Based Organizations (1); Farmers' Markets (1); Head Start (1); Indian Tribal Organizations (3); WIC Sites (1)

Narrative Summary:

The main goal for the California Nutrition Network program at the Native American Health Center is to increase the consumption of fruits and vegetables to Food Stamp (FS) eligible community members and to promote daily physical activity as part of a nutrition education intervention. This will be achieved by several activities including a series of nutrition classes, a quarterly cooking class, monthly display boards featuring fruits and vegetables, and farmer's market and grocery store tours. The targeted audience will be FS eligible community members and FS eligible residents of a recovery lodge, The Friendship House Association of American Indians. Many of the nutrition education interventions will be held at the Healthy Nations Wellness Center, which is a comprehensive wellness center affiliated with Native American Health Center. Included in each scheduled activity will be nutrition education, food sampling, recipe distribution and a physical activity promotion demonstration.

PEOPLE'S GROCERY*Local Food and Nutrition Education*

| | | |
|---|---|---|
| Mr. Brahm Ahmadi Executive Director 3265 Market St Oakland, CA 94608-4332 Phone: (510) 652-7607 Fax: (510) 654-0474 brahm@peoplesgrocery.org | Grant Amount: \$84,677 Contract Duration: 2006-2009 First Funded: 2006 | <u>Legislators</u> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Barbara Lee CA Sen. Don Perata CA Asm. Sandre Swanson |
|---|---|---|

Target Audience

- Gender: Male (40%); Female (60%)
- Age: 5 to 8 (20%); 9 to 11 (10%); 12 to 17 (20%); 18 to 24 (10%); 25 to 54 (20%); 55 to 64 (10%); Over 65 (10%)
- Ethnicity: African American (64%); Asian (9%); Caucasian (7%); Latino (16%); 2 or more races (4%)
- Language: Cantonese (3%); English (75%); Mandarin (2%); Spanish (20%)

Intervention Channels:

Afterschool Programs (12); Community-Based Organizations (5); Community Youth Organizations (8); Gardens (5); Grocery Stores (2); Housing Projects (3); Other Preschools or Daycares (not Head Start) (2); Parks, Recreation Centers (3); Schools (K-12) (2); Senior Centers (2)

Narrative Summary:

The Community Education and Outreach Program (CEOP) targets FSNE eligible residents of West Oakland and provides nutrition education and promotion of healthy eating and physical activity to children, youth, and adults through diverse and relevant formats of delivery and learning modes. CEOP also promotes buying fruits and vegetables from local and fresh sources. The program develops multiple nutrition education interventions that present hands-on learning that is fun, memorable, and meaningful. The Community Education and Outreach Program engages with five interventions:

The adult nutrition education and cooking classes present creative cooking activities and nutrition education that promote healthy lifestyles based on culinary knowledge and whole ingredient selection.

The garden nutrition program uses gardening activities to support nutrition education, nutrition workshops, and cooking classes to deliver hands-on nutrition education to children and youth.

The Peer-2-Peer Education Program trains youth to develop relevant education workshops on nutrition, food choices, and healthy eating targeted to other youth in the community.

The Be-Heal-thy Team uses urban and popular culture formats of nutrition education, outreach, events organizing, and street teams to promote healthy eating and nutrition.

SAN FRANCISCO UNIFIED SCHOOL DISTRICT*Local Incentive Awardee: Education - School District*

Ms. Martha Adriasola
 1515 Quintara Street
 San Francisco, CA 94116-1273

Phone: (415) 242-2615
 Fax: (415) 242-2618

madrias@muse.sfusd.edu

State Share: \$3,058,189

Federal Share: \$1,529,094

First Funded: 2001-2002

Legislators

U.S. Sen. Dianne Feinstein
 U.S. Sen. Barbara Boxer
 U.S. Rep. Tom Lantos
 CA Sen. Leland Yee
 CA Asm. Fiona Ma

Target Audience

- Gender: Male (53%); Female (47%)
- Age: 5 to 8 (44%); 9 to 11 (22%); 12 to 17 (34%)
- Ethnicity: African American (13%); Asian (33%); Caucasian (9%); Latino (11%); Native American (1%); Filipino (6%); Other non-white (11%)
- Language: Arabic (1%); Armenian; Bosnian; Cantonese (39%); English; Farsi; Khmer (1%); Korean (1%); Lao; Mandarin (4%); Russian (2%); Spanish (39%); Tagalog (4%); Vietnamese (3%); Toishanese (1%); Japanese (1%); Samoan (1%)

Intervention Channels:

Afterschool Programs (50); Schools (K-12) (84)

Narrative Summary:

The Nutrition Education Project in San Francisco Unified School District (SFUSD) is administered through the School Health Programs Department (SHPD). The goal of the project is to increase the likelihood that students and their families will make healthy food choices and engage in daily physical activity.

The Project works collaboratively with Student Nutrition, teachers, site administrators, site health advocates, parent/caregivers, after school program staff, nurses, and community-based organizations. At the 18 target elementary sites, a coordinator directs activities to inspire and sustain individual, interpersonal, and institutional change. Site-based nutrition committees assess priorities and develop a calendar of activities including classroom-based nutrition education, family links, and staff professional development. Mobile kitchens, field trips, school gardens, physical activity promotion, and Harvest of the Month tasting activities support the regular school day and after school program curricula. Outreach is made to families through Nutrition Nights, health fairs, parent workshops, and newsletters. Workshops are held for teachers, after school staff, and site food service workers to empower them to serve as student role models and to increase understanding of comprehensive nutrition education. Student, staff, and parent surveys, along with other evaluation tools, are used to monitor program effectiveness and assess the extent of implementation.

CITY AND COUNTY OF SAN FRANCISCO, DEPARTMENT OF PUBLIC HEALTH

Local Incentive Awardee: Government - Local Public Health Department

Ms. Laura Brainin-Rodriguez,
M.P.H., M.S., R.D.
 Coordinator, Feeling Good Project
 30 Van Ness Avenue Suite 3500
 San Francisco, CA 94102-6080
 Phone: (415) 575-5687
 Fax: (415) 575-5798
 laura.brainin-rodriguez@sfdph.org

State Share: \$848,397
Federal Share: \$424,198
First Funded: 1998-1999

Legislators
 U.S. Sen. Dianne Feinstein
 U.S. Sen. Barbara Boxer
 U.S. Rep. Nancy Pelosi
 CA Sen. Carole Migden
 CA Asm. Mark Leno

Target Audience

- Gender: Male (40%); Female (60%)
- Age: All Ages
- Ethnicity: African American (15%); Asian (30%); Caucasian (20%); Latino (30%); Pacific Islander (5%); Unknown
- Language: Cantonese (20%); English (45%); Mandarin (10%); Spanish (25%)

Intervention Channels:

Afterschool Programs (5); Community-Based Organizations (14); Community Clinics (non-government) (2); Community Youth Organizations (3); Faith/Churches (2); Farmers' Markets (1); Food Closets/Pantries/Banks (1); Head Start (2); Health Care Facilities (non-government) (3); Healthy Start (1); Other Preschools or Daycares (not Head Start) (5); Parks, Recreation Centers (1); Public Health Departments (1); Senior Centers (1); Soup Kitchens/Congregate Meal Sites (3); WIC Sites (5)

Narrative Summary:

The 'Feeling Good' Project continues to develop partnerships with community organizations to provide nutrition education classes and educational materials to food stamp eligible populations in San Francisco County, including members of the Spanish and Chinese speaking communities. Through collaboration with over 60 partners, technical assistance on nutrition and physical activity promotion is provided. Partners include the San Francisco Department of Human Services (SFDHS), KQED (Public Broadcasting TV station), City College of San Francisco, Community Health Clinics and numerous community based organizations. Activities include participation in numerous local cultural and community events to promote healthy eating and physical activity. The region is also working to strengthen communication and partnerships with Network-funded projects in San Francisco and neighboring counties, regional partners in community activities, and State-sponsored media campaigns and participates in the Bay Area Nutrition and Physical Activity Collaborative (BANPAC). Through collaboration with parents, staff, and students, healthier foods and opportunities for physical activity are promoted in San Francisco schools. In addition, the projects leads a collaborative with a group of Mission District based organizations known as the Mission Latino Family Partnership (MLFP). The MLFP has developed a bilingual cooking curriculum to promote fruit and vegetable intake and a training for the staff and youth workers of agencies and organizations in San Francisco's Mission District.

SAN MATEO COUNTY HEALTH SERVICES AGENCY

Local Incentive Awardee: Government - Local Public Health Department

| | | |
|---|--|---|
| Ms. Lydia Guzman Health Services Manager 32 West 25th Avenue Suite 203A San Mateo, CA 94403-2265 Phone: (650) 573-2025 Fax: (650) 577-9223 lguzman@co.sanmateo.ca.us | State Share: \$367,815 Federal Share: \$183,908 First Funded: 1998-1999 | <u>Legislators</u> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Tom Lantos CA Sen. Leland Yee CA Asm. Gene Mullin |
|---|--|---|

Target Audience

- Gender: Male (15%); Female (85%)
- Age: All Ages
- Ethnicity: African American (5%); Asian (5%); Caucasian (15%); Latino (80%)
- Language: English (40%); Spanish (60%)

Intervention Channels:

Afterschool Programs (15); Community-Based Organizations (12); Community Clinics (non-government) (7); Community Youth Organizations (9); Faith/Churches (4); Farmers' Markets (2); Food Stamp Offices (5); Grocery Stores (2); Housing Projects (1); Other Preschools or Daycares (not Head Start) (6); Parks, Recreation Centers (3); Public Health Departments (1); WIC Sites (6); Public Libraries (6); English as a Second Language (ESL) classes (2)

Narrative Summary:

San Mateo County outreaches to young mothers of school age and preschool children living in qualifying census tracts that are primarily Latino. The main goal is to increase fruit and vegetable consumption and to promote daily physical activity through fun and interactive nutrition education activities including food preparation, games, physical activity demonstrations, and puppet shows.

Three new nutrition education programs offered this year include 'Woman Spas' for adult woman of all ages, 'Spring Training' for teenage boys, and 'Honoring Community Heros' for adult men. These programs are a collaboration with community based organizations such as local libraries and the Young Men's Christian Association (YMCA). The project continues to offer the 'Teen Health Spas' for teenage girls and produce the 'Teen Health Spa Newsletter' to reinforce nutrition information. Distribution of a low-literacy Spanish bulletin, 'El Arco Iris,' promotes better health through nutrition. The partnership with the WIC Breastfeeding Center continues to provide nutrition education activities at 'Celebrate the Gift of Life' celebrations, honoring breastfeeding mothers and their families. Train the trainer workshops introducing creative nutrition education activities are offered to individuals working with low-income communities.

SANTA CLARA COUNTY PUBLIC HEALTH DEPARTMENT*Local Incentive Awardee: Government - Local Public Health Department***Ms. Mary Foley, M.S., R.D.**

Project Coordinator
 976 Lenzen Avenue
 San Jose, CA 95126-2737

Phone: (408) 792-5245
 Fax: (408) 947-8745

mary.foley@hhs.co.santa-clara.ca.us

State Share: \$652,392**Federal Share: \$326,196****First Funded: 2000****Legislators**

U.S. Sen. Dianne Feinstein
 U.S. Sen. Barbara Boxer
 U.S. Rep. Zoe Lofgren
 CA Sen. Elaine Alquist
 CA Asm. James Beall Jr.

Target Audience

- Gender: Male (40%); Female (60%)
- Age: All Ages
- Ethnicity: African American (5%); Asian (15%); Caucasian (25%); Latino (55%)
- Language: English (60%); Spanish (30%); Vietnamese (10%)

Intervention Channels:

Afterschool Programs (1); Community-Based Organizations (10); Community Clinics (non-government) (1); Community Youth Organizations (1); Farmers' Markets (2); Food Closets/Pantries/Banks (20); Food Stamp Offices (1); Head Start (2); Other Preschools or Daycares (not Head Start) (5); Public Health Departments (1); Schools (K-12) (24); WIC Sites (6); Worksites (1)

Narrative Summary:

Santa Clara County Nutrition & Wellness Unit is comprised of seven programs: Breastfeeding Promotion Project, Gilroy Nutrition Project, California Project LEAN, Women's Infant & Children (WIC) Program, California Nutrition Network LIA, Bay Area Region Nutrition Network (BARNN), and Steps to a Healthier Santa Clara County (Steps). Main intervention activities of the Network LIA program include: 1) general nutrition education, 2) community-based fruit and vegetable and physical activity promotion campaigns, 3) collaboratives and coalitions promoting healthful eating and physical activity among food-stamp eligible residents, 4) free media activities supporting fruit and vegetable and physical activity promotion campaign messages, 5) provider trainings on promoting healthy eating and physical activity behaviors, and 6) technical assistance in healthy nutrition and physical activity-related practices. One unique aspect of Nutrition & Wellness is the integration and coordination of multiple campaigns with shared goals, resulting in enrichment of services, pooled resources, and improved cross-county communication for optimal behavior change and maximum impact while simultaneously maintaining the integrity and individual goals of each program.

SANTA CLARA COUNTY PUBLIC HEALTH DEPARTMENT

Bay Area Region

Regional Nutrition Network

| | | |
|--|---|--|
| Mr. Joe Prickitt, MS, RD 976 Lenzen Avenue Unit 1200 San Jose, CA 95126-2737 Phone: (408) 792-5118 Fax: (408) 947-8745 joe.prickitt@hhs.sccgov.org | Grant Amount: \$1,043,000 First Funded: 2005 | <u>Legislators</u> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Zoe Lofgren CA Sen. Elaine Alquist CA Asm. James Beall Jr. |
|--|---|--|

Target Audience

- Gender: Male (40%); Female (60%)
- Age: All Ages
- Ethnicity: African American (13%); Asian (5%); Caucasian (32%); Latino (50%)
- Language: English (45%); Spanish (50%); Vietnamese (5%)

Intervention Channels:

Afterschool Programs (20); Community-Based Organizations (65); Community Youth Organizations (40); Faith/Churches (4); Farmers' Markets (20); Grocery Stores (95); Housing Projects (5); Public Health Departments (5); Restaurants/Diners/Fast Food (2); Schools (K-12) (60); WIC Sites (5); Worksites (20); large festivals (6); health care providers (5)

Narrative Summary:

The Bay Area Regional Nutrition Network is:

Maximizing Local Impact - Provides training, coordination and communications support to all the Network-funded projects and other community groups/agencies serving the target population to better promote nutrition, physical activity and federal food assistance programs.

Collaborating for Action - The Bay Area Nutrition and Physical Activity Collaborative (BANPAC) convenes organizations, advocates, community leaders and others with expertise and interest in nutrition, physical activity, and underserved communities to develop and to implement region-wide nutrition education initiatives that empower and educate the target population to create better access to healthier foods in low-income communities.

Reaching Out - The Children's Power Play! Campaign educates and empowers low-income children and parents through activities in schools, community youth organizations, farmers' markets, supermarkets, restaurants, and other venues. The Latino Campaign reaches low-income Latino adults through skill-building consumer education at farmers'/flea markets, neighborhood grocery stores, and Latino cultural gatherings. The African American Campaign reaches the low-income African American population through festivals and neighborhood grocery stores and coordinates with the faith-based community projects in community health and fitness fairs, farmers' markets, nutrition classes, supermarkets, and media. The Retail Program conducts activities at retail stores in low-income areas to increase promotion of fruits and vegetable and nutrition education. The Be Active! Worksite Program catalyzes the establishment of worksite environments that support fruit and vegetable consumption and physical activity among low-income working adults

TRUST OF CONSERVATION INNOVATION, ON BEHALF OF NEXTCOURSE*Local Food and Nutrition Education*

| | | |
|---|---|--|
| Ms. Susie White Associate Director, Nextcourse 1 Fort Mason San Francisco, CA 94123 Phone: (415) 640-3762 Fax: (415) 567-0317 susie@nextcourse.org | Grant Amount: \$74,404 Contract Duration: 2006-2009 First Funded: 2006 | <u>Legislators</u> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Nancy Pelosi CA Sen. Carole Migden CA Asm. Mark Leno |
|---|---|--|

Target Audience

- Age: 12 to 17; 18 to 24
- Ethnicity: African American (22%); Asian (12%); Latino (39%); non-white (10%)

Intervention Channels:

Schools (K-12) (1)

Narrative Summary:

The Mission High School Student Nutrition Education Project's major goal is to increase the consumption of fresh produce among students and their families by engaging a unique combination of activities and partners that provide the knowledge, experience, and motivation for youth to improve their health and well-being. With the input of holistic nutritionists, Peer Leaders, professional chefs, and food systems experts, Nextcourse nutrition educational classes and activities will annually provide 120 students and families with the information and skills they need to consume nutritious and delicious food as an alternative to readily available convenience and processed foods. Through basic nutrition information, hands-on experience developing basic cooking skills, and taste comparisons, the goal of each class is to help students explore their understanding of food and to become better educated food consumers. Each class is an in-depth exploration into food and flavors as a means of enjoyment and enrichment, not simply sustenance. In addition, Nextcourse will encourage students and their families to develop economical strategies for buying local and seasonal foods and to gain experience shopping at farmers' markets.

**THE REGENTS OF THE UNIVERSITY OF CALIFORNIA, COOPERATIVE EXTENSION OF
ALAMEDA COUNTY
Child and Youth Nutrition Program**

Local Incentive Awardee: Education - University of California Cooperative Extension

| | | |
|---|--|--|
| Ms. Lucrecia Farfan-Ramirez Project Director 1131 Harbor Bay Parkway Suite 131 Alameda, CA 94502-6540 Phone: (510) 639-1270 Fax: (510) 567-6813 cdalameda@ucdavis.edu | State Share: \$1,390,319 Federal Share: \$695,159 First Funded: 1998-1999 | <u>Legislators</u> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Fortney H. Stark CA Sen. Don Perata CA Asm. Sandre Swanson |
|---|--|--|

Target Audience

- Gender: Male (52%); Female (48%)
- Age: Under 5 (40%); 18 to 24 (3%); 25 to 54 (50%); 55 to 64 (7%)
- Ethnicity: African American (37%); Asian (11%); Caucasian (7%); Latino (40%); Native American (3%); Pacific Islander (1%); Multiple no response (1%)
- Language: English (100%)

Intervention Channels:

Gardens (7); Other Preschools or Daycares (not Head Start) (13)

Narrative Summary:

The Nutrition Education Training Academy (NETA) seeks to improve the Oakland Unified School District Early Childhood Programs for children and their families by teaching and promoting the consumption of fruits and vegetables to the recommended levels and become physically active. Using the Train the Trainer model, 100 teachers are trained to teach 932 children the importance of eating fruits and vegetables and being active using the Nutrition Matters early childhood activities. Thirteen mentor teachers ensure that children have at least one to two nutrition activities included as part of their classroom activities. Eight parents are trained as Community Nutrition Assistants to help expand and improve the parent's knowledge and information about the importance of eating more fruits and vegetables, gardening with children, being physically active for a healthier lifestyle, and decreasing the risk of chronic diseases.

The NETA program is a teacher-centered training model that prepares teachers, teacher assistants, and administrators for a comprehensive nutrition education program that includes education and promotion about the importance of eating the recommended portion of fruits and vegetables, and being physically active. It helps improve the school community to create a supportive environment where eating fruits and vegetables and being physically active are easier to do. Parental and family involvement ensures children 3-5 years old and their families will eat healthier meals with their families and engage in family outings to increase physical activity.

**THE REGENTS OF THE UNIVERSITY OF CALIFORNIA, COOPERATIVE EXTENSION OF
ALAMEDA COUNTY**
Family and Consumer Services

Local Incentive Awardee: Education - University of California Cooperative Extension

| | | |
|--|---|--|
| Dr. Mary Blackburn, Ph.D., M.P.H. Advisor Family and Consumer Services 1131 Harbor Bay Parkway Suite 131 Alameda, CA 94502-6540 Phone: (510) 639-1274 Fax: (510) 567-6813 mlblackburn@ucdavis.edu | State Share: \$138,457 Federal Share: \$69,228 First Funded: 2001-2002 | <u>Legislators</u> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Fortney H. Stark CA Sen. Don Perata CA Asm. Sandre Swanson |
|--|---|--|

Target Audience

- Gender: Male (20%); Female (80%)
- Age: 18 to 24 (22%); 25 to 54 (69%); 55 to 64 (6%); Over 65 (3%)
- Ethnicity: African American (32%); Asian (16%); Caucasian (10%); Latino (23%); Native American (1%); Pacific Islander (16%); Other (2%)
- Language: Cantonese (1%); English (51%); Lao (1%); Mandarin (1%); Spanish (25%); Tagalog (1%); Vietnamese (20%)

Intervention Channels:

Community-Based Organizations (15); Community Clinics (non-government) (3); Faith/Churches (2); Farmers' Markets (2); Food Closets/Pantries/Banks (5); Food Stamp Offices (2); Grocery Stores (4); Head Start (2); Healthy Start (2); Housing Projects (3); Indian Tribal Organizations (1); Other Preschools or Daycares (not Head Start) (2); Private Homes (150); Senior Centers (1); WIC Sites (2); Job Readiness Center (2)

Narrative Summary:

The Nutrition Family & Consumer Sciences (NFCS) Division of the University of California Cooperative Extension (UCCE) in Alameda County provides community education, outreach and science-based knowledge and information to the consumer public. In particular, NFCS provides nutrition education, food buying, meal planning, safe food handling, positive lifestyles, and wellness education.

UCCE - Alameda County NFCS Division used the California Nutrition Network's Local Incentive Award to expand nutrition food safety and smart shopping skills activities to a larger audience of low-income food stamp recipients, promoting the use of food stamps as a nutrition model, not welfare. They reach at least 25,000 food stamp eligible families by direct mail to promote a healthy diet, emphasizing the benefits of good nutrition.

URBAN RESOURCE SYSTEMS, INC. Urban Sprouts School Gardens

Local Food and Nutrition Education

| | | |
|---|---|--|
| Ms. Abby Rosenheck Executive Director 451 Hayes St 2nd Floor San Francisco, CA 94102 Phone: (415) 648-4596 Fax: (415) 733-0889 abby@urbansprouts.org | Grant Amount: \$73,339 Contract Duration: 2006-2009 First Funded: 2006 | <u>Legislators</u> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Nancy Pelosi CA Sen. Carole Migden CA Asm. Mark Leno |
|---|---|--|

Target Audience

- Gender: Male (52%); Female (48%)
- Age: 12 to 17 (90%); 25 to 54 (10%)
- Ethnicity: African American (31%); Asian (11%); Caucasian (3%); Latino (31%); Native American (1%); Pacific Islander (12%); other nonwhite (13%)
- Language: Arabic (1%); Cantonese (10%); English (45%); Khmer (1%); Korean (1%); Spanish (30%); Tagalog (10%); Vietnamese (1%)

Intervention Channels:

Afterschool Programs (2); Community-Based Organizations (2); Farmers' Markets (1); Gardens (3); Parks, Recreation Centers (1); Private Homes (25); Schools (K-12) (3)

Narrative Summary:

The Urban Sprouts School Garden-based Nutrition Education Project works to increase fruit and vegetable consumption of FSNE eligible youth and adults in San Francisco's under-served southeastern neighborhoods. Garden-based nutrition education is provided in three public middle and high schools, reaching over 250 youth each year. By teaching youth to grow, harvest, prepare and eat vegetables from the school garden, this project helps youth become actively engaged in school, eat better and exercise more, and connect with the environment and each other. In addition, facilitation of parent leadership groups helps students' parents and guardians use garden-based nutrition education to create a nutrition education campaign at the schools. Urban Sprouts is unique in providing garden-based nutrition programming that includes targeted parent involvement strategies at urban middle and high schools. This program model is being developed, tested, and disseminated in order to help other middle and high schools in under-served communities accomplish similar goals.

WEST CONTRA COSTA UNIFIED SCHOOL DISTRICT*Local Incentive Awardee: Education - School District*

Ms. Olivia Ho
 Nutrition Education and Training
 Specialist
 750 Bissell Ave
 Richmond, CA 94801-3019
 Phone: (510) 620-2096
 Fax: (510) 233-1805
 oho@wccusd.net

State Share: \$317,935
Federal Share: \$156,233
First Funded: 2000-2001

Legislators
 U.S. Sen. Dianne Feinstein
 U.S. Sen. Barbara Boxer
 U.S. Rep. George Miller
 CA Sen. Don Perata
 CA Asm. Loni Hancock

Target Audience

- Gender: Male (50%); Female (50%)
- Age: 5 to 8 (35%); 9 to 11 (35%); 12 to 17 (28%); 25 to 54 (2%)
- Ethnicity: African American (27%); Asian (11%); Caucasian (13%); Latino (41%); Pacific Islander (1%); Filipino (5%); Other (2%)
- Language: English (57%); Lao (1%); Spanish (35%); Tagalog (1%); Vietnamese (1%); Other (5%)

Intervention Channels:

Afterschool Programs (3); Gardens (2); Schools (K-12) (25)

Narrative Summary:

West Contra Costa Unified School District is located in the north San Francisco Bay area. The district serves approximately 15,000 students from kindergarten through grade 12 that meet the 185% FPL requirement. The school district covers the cities of Richmond, Hercules, Pinole, El Cerrito, and San Pablo and unincorporated areas of Contra Costa County, including El Sobrante, Kensington, Montalvin, North Richmond, and Tara Hills.

The award-winning Food Service Department of WCCUSD continues to facilitate school site staff training on nutritional education/promotion of physical activity and promoting healthy food choices for students. In addition, it will host the Nutrition, Health, and Fitness Festival to eligible schools in the WCCUSD.

Teachers and staff at Dover, Verde, and Nystrom Elementary Schools will coordinate, facilitate, and demonstrate nutrition education classes and promote physical activity during and after school for K-6 grades. Nutrition education activities include food demonstrations, field trips to community gardens/local farms, tours to the Nutrition Center, Harvest of the Month, Parents Night, Walk to School Day, etc.

Central Coast Region

Monterey, San Benito, and Santa Cruz Counties

NETWORK FOR A HEALTHY CALIFORNIA REGIONAL LEAD AGENCY

Project Director

Christine Moss
Monterey County Health Department
1270 Natividad Road
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Phone: (831) 755-4675
Email: mossd@co.monterey.ca.us
Region: www.co.monterey.ca.us/Health/CommunityHealth/Nutrition/RegionalNetwork.htm
Collaborative: www.co.monterey.ca.us/Health/CommunityHealth/Nutrition/Collaborative.htm

Children's Power Play! Campaign

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Community Bridges
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Latino Campaign Coordinator

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Worksite Program Coordinator

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Physical Activity Specialist

David Lees
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1270 Natividad Road
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Fax: (831) 751-9015
Email: leesd@co.monterey.ca.us



ALISAL UNION SCHOOL DISTRICT*Local Incentive Awardee: Education - School District***Ms. Petra Martinez**1205 East Market Street
Salinas, CA 93905-2831

Phone: (831) 783-3395

Fax: (831) 783-3396

Petra.martinez@alisal.org

State Share: \$3,183,311**Federal Share: \$1,591,655****First Funded: 1996-1997****Legislators**

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Sam Farr

CA Sen. Jeffery Denham

CA Asm. Anna Marie Caballero

Target Audience

- Gender: Male (53%); Female (47%)
- Age: All Ages
- Ethnicity: Caucasian (20%); Latino (80%)
- Language: English (40%); Spanish (60%)

Intervention Channels:

Schools (K-12) (11); Hispanic celebration called El Grito, nutrition ed. booth census track # 0605300900 (1); Migrant Fathers Health Fair (1)

Narrative Summary:

Alisal Union School District (AUSD) provides nutrition education to students and parents regarding the consumption of fruits and vegetables as healthier choices for snacks and meals. Students and parents learn about common and uncommon fruits and vegetables, the nutritive value, how to identify them for seasonal purchases, and how to cook, clean and eat them. AUSD provides information to parents and students on the importance of daily activity and gives examples of physical activities that can be done individually and as a family. AUSD trains teachers on how to present nutrition information to students, how to conduct taste testings, and how to encourage the students to make healthy choices. AUSD also teaches nutrition education through the garden experience. AUSD conducts Health Clubs as an after-school project to teach all students who participate about the importance of eating fruits and vegetables in a colorful way. AUSD works with pre-school, Kindergarten, 4th-grade students, 5th-grade students, various grade levels after school, parents, and staff in the workplace. Through all of these interventions the same message of eating healthy with fruits and vegetables and incorporating physical activity daily is reinforced with the students and parents in school and at home.

MONTEREY COUNTY HEALTH DEPARTMENT

Local Incentive Awardee: Government - Local Public Health Department

Ms. Sarah Bartelmann, M.P.H.

Chronic Disease Prevention
Coordinator
1270 Natividad Road Suite 301
Salinas, CA 93906

Phone: (831) 755-4626

Fax: (831) 755-4517

bartelmannse@co.monterey.ca.us

State Share: \$1,146,351

Federal Share: \$573,176

First Funded: 1998-1999

Legislators

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Sam Farr

CA Sen. Jeffery Denham

CA Asm. Anna Marie Caballero

Target Audience

- Gender: Male (50%); Female (50%)
- Age: Under 5 (10%); 5 to 8 (35%); 9 to 11 (35%); 12 to 17 (5%); 18 to 24 (4%); 25 to 54 (10%); 55 to 64 (1%)
- Ethnicity: African American (1%); Asian (2%); Caucasian (20%); Latino (77%)
- Language: English (65%); Spanish (35%)

Intervention Channels:

Afterschool Programs (3); Farmers' Markets (1); Grocery Stores (1); Public Health Departments (1); Schools (K-12) (10); WIC Sites (1); Adult School (1)

Narrative Summary:

The Monterey County Health Department is a public health government entity, whose mission is to enhance, promote, and protect the health of Monterey County individuals, families, communities, and environment. The Nutrition Network Local Incentive Award (LIA) is housed in the Community Health Division. The LIA focuses on capacity building within elementary and middle schools through a train the trainer model. The trainings provide teachers with curriculum on nutrition and physical activity education and tools including toolboxes, resources and mobile food demonstration carts, that facilitate the integration of nutrition and physical activity into the mandated curricula. The LIA also educates parents on nutrition and physical activity through Adult Education programs and the provision of basic nutrition education to Food Stamp Nutrition Education (FSNE) families through farmers' markets and community and school events. Through state match activities, nutrition and physical activity education is provided in science, reading, language development, social studies, and math instruction for more than 6,800 low-income elementary-grade children in 10 schools. Over 11,000 FSNE recipients of all ages receive nutrition and physical activity education through the Salinas Adult School's Parent Education, English as a Second Language, General Education, Speakers Bureau, Adult Basic Education, and the Creative Living Programs.

MONTEREY COUNTY HEALTH DEPARTMENT Central Coast Region

Regional Nutrition Network

| | | |
|--|---|--|
| Ms. Christine Moss Community Health Division 1270 Natividad Road Salinas, CA 93906-3122 Phone: (831) 755-4675 Fax: (831) 751-9015 mossacd@co.monterey.ca.us | Grant Amount: \$632,000 First Funded: 2005 | <u>Legislators</u> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Sam Farr CA Sen. Jeffery Denham CA Asm. Anna Marie Caballero |
|--|---|--|

Target Audience

- Gender: Male (43%); Female (57%)
- Age: Under 5 (4%); 5 to 8 (5%); 9 to 11 (35%); 12 to 17 (10%); 18 to 24 (5%); 25 to 54 (40%); 55 to 64 (1%)
- Ethnicity: Caucasian (10%); Latino (90%)
- Language: English (40%); Spanish (60%)

Intervention Channels:

Afterschool Programs (15); Community-Based Organizations (46); Community Youth Organizations (8); Farmers' Markets (5); Grocery Stores (30); Parks, Recreation Centers (2); Public Health Departments (1); Schools (K-12) (35); Community Festivals in qualifying locations (8)

Narrative Summary:

The Central Coast Regional Nutrition Network is:

Maximizing Local Impact - Provides training, coordination and communications support to all Network-funded projects and other stakeholders serving the target population to better promote nutrition, physical activity and federal food assistance programs.

Collaborating for Action - Convenes a Regional Collaborative - organizations, advocates, community leaders, and others with expertise in nutrition, physical activity, and under-served communities -- to develop region-wide initiatives that empower the target population to create better access to healthier foods in low income communities.

Reaching Out - The Children's Power Play! Campaign educates and empowers low-income children and parents through activities in schools, community youth organizations, farmers' markets, supermarkets, restaurants, and other venues. The Latino Campaign reaches low-income Latino adults through skill-building consumer education at farmers'/flea markets, neighborhood grocery stores, and Latino cultural gatherings. The Retail Program conducts activities at retail stores in low-income areas to increase promotion of fruits and vegetable and nutrition education. The Be Active! Worksite Program catalyzes the establishment of worksite environments that support fruit and vegetable consumption and physical activity among low-income working adults.

SAN BENITO HEALTH AND HUMAN SERVICES AGENCY*Local Incentive Awardee: Government - Local Public Health Department*

| | | |
|--|--|--|
| Ms. Ofelia Toledo-Prieto Health Education Associate II 1011 Line Street, Suite 10 Hollister, CA 95023 Phone: (831) 634-4935 Fax: (831) 634-2049 ofeliap@sanbenitoco.org | State Share: \$68,622 Federal Share: \$34,309 First Funded: 2005-2006 | <u>Legislators</u> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Sam Farr CA Sen. Jeffery Denham CA Asm. Anna Marie Caballero |
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This contract ends early on June 30, 2007.**Target Audience**

- Gender: Male (50%); Female (50%)
- Age: Under 5 (20%); 5 to 8 (8%); 9 to 11 (2%); 12 to 17 (2%); 18 to 24 (38%); 25 to 54 (30%)
- Ethnicity: Caucasian (15%); Latino (85%)
- Language: English (35%); Spanish (63%); Triqui (2%)

Intervention Channels:

Head Start (2); Other Preschools or Daycares (not Head Start) (9); WIC Sites (1); Community Outreach Sites (Baby Safety Shower for MC/CMSP/WIC eligible clients held at RO Hardin ES, Health Fair (consumer survey eligible), Stork's Nest Store Day held at WIC site) Kids @ the Park children's health & safety fair (State Provided consumer survey eligible). (3); perinatal groups (Stork's Nest clients who are MC/CPSP/WIC eligible, Oaxacan Women's Project MC/CPSP/WIC eligible) (4)

Narrative Summary:

The Healthy Pathways for Children Program provides culturally and linguistically appropriate nutrition education and physical activity promotion for preschool teachers serving the low-income food stamp eligible populations, low-income parents of children 0-5 years of age and pregnant women enrolled in Stork's Nest incentive program for low-income women. Using a training and mentoring model for teachers and caregivers helps to implement sustainable changes in the nutrition and physical activity environment for the low-income very-young child, promoting present and future health, as well as the development of healthy habits.

Other activities include nutrition education, physical activity demonstrations, and Nutrition Reinforcement Items (NERIs) for targeted community groups and health education events for the purpose of increasing fruit and vegetable consumption and regular physical activity.

SANTA CRUZ CITY SCHOOL DISTRICT*Local Incentive Awardee: Education - School District*

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|-------------------------------------|-----------------------|------------------|----------------------------|
| Ms. Jessica Silverman Curcio | State Share: | \$317,452 | <u>Legislators</u> |
| Nutrition Network Grant | Federal Share: | \$158,726 | U.S. Sen. Dianne Feinstein |
| Coordinator | First Funded: | 2002-2003 | U.S. Sen. Barbara Boxer |
| Gault Elementary School | | | U.S. Rep. Sam Farr |
| 1320 Seabright Ave | | | CA Sen. Joe Simitian |
| Santa Cruz, CA 95062-2525 | | | CA Asm. John Laird |
| Phone: (831) 429-3856 | | | |
| Fax: (831) 427-4812 | | | |
| jcurcio@sccs.santacruz.k12.ca.us | | | |

Target Audience

- Gender: Male (48%); Female (52%)
- Age: 5 to 8 (62%); 9 to 11 (38%)
- Ethnicity: African American (3%); Caucasian (31%); Latino (62%); multiple/no response (4%)
- Language: English (59%); Mandarin; Russian; Spanish (40%); Filipino; Bengali; German

Intervention Channels:

Afterschool Programs (2); Gardens (2); Schools (K-12) (2)

Narrative Summary:

The Network-funded project at Santa Cruz City Schools works to increase the number of elementary students who receive nutrition education and physical activity promotion. The Student Nutrition Advisory Councils meet regularly to help integrate the healthy eating and physical activity messages into school classrooms, school-wide events, and the school environment.

Nutrition education is integrated into Language Arts, Art, and Math in grades K-5. Students participate in taste tests and cooking projects of fruits and vegetables that are the featured Harvest of the Month. These fruits and vegetables are also featured in the healthy snack program and in displays in the school cafeteria. Throughout the school year, the Harvest of the Month is highlighted at the library science centers and in the monthly teacher newsletter. Physical activity promotion is linked to general nutrition education and healthy eating in K-5 classrooms. Nutrition-themed physical games are used in School Olympics and other school events.

Students receive nutrition education on farm field trips to local farms. Farmers also visit classrooms to deliver nutrition education. Finally, classes receive nutrition education on field trips to local grocery stores.

SECOND HARVEST FOOD BANK OF SANTA CRUZ AND SAN BENITO COUNTIES

Local Food and Nutrition Education

| | | |
|--|--|--|
| Ms. Lee Mercer Program Representative PO Box 990 Watsonville, CA 95077-0990 Phone: (831) 722-7110 Fax: (831) 722-0435 lee@thefoodbank.org | Grant Amount: \$55,000 Contract Duration: 2003-2007 First Funded: 2003-2004 | <u>Legislators</u> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Sam Farr CA Sen. Abel Maldonado CA Asm. Anna Marie Caballero |
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Target Audience

- Gender: Male (48%); Female (52%)
- Age: All Ages
- Ethnicity: African American (2%); Asian (1%); Caucasian (22%); Latino (64%); Native American (10%); Pacific Islander; Did not specify (1%)
- Language: English (40%); Spanish (60%)

Intervention Channels:

Community-Based Organizations (10); Farmers' Markets (1); Food Closets/Pantries/Banks (30); Food Stamp Offices (2); Gardens (2); Head Start (4); Housing Projects (20); Soup Kitchens/Congregate Meal Sites (8); USDA distributions (5)

Narrative Summary:

This project provides nutrition education promoting fruit and vegetable consumption among food stamp eligible food bank clients at pantries, soup kitchens, Food For Children, USDA distribution sites, and community and agency presentations. Nutrition education is also offered to FSNE-eligible volunteers at the Food Bank. Some fairly unique means of educating include providing nutrition education materials along with distribution of donated fruit and vegetable seeds at USDA distributions, as well as to FSNE-eligible volunteers helping with a garden which grows produce for distribution at the food bank. Additional activities include taking 75 low-income children on 6 field trips to organic farms and gardens during the summer, with food tasting and physical activity included as part of each trip. Fruits, vegetables, and EBT access at local farmers' markets are promoted with flyer distribution. A special nutrition education mini-project is being done in the last two years of the project based on the findings of a Community Nutrition Survey done in 2004-2005. In the final year of this four-year project, a multi-media presentation will be produced on the project and its results.

Central Valley Region

Fresno, Kern, Kings, Madera, Mariposa, Merced, and Tulare Counties

NETWORK FOR A HEALTHY CALIFORNIA REGIONAL LEAD AGENCY

Project Director

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Region: http://cefresno.ucdavis.edu/custom_program620
Collaborative: <http://groups.ucanr.org/steppingup>

Children's Power Play! Campaign Coordinator

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Worksite Program Coordinator

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CENTRAL VALLEY HEALTH NETWORK

Nonprofit Incentive Awardee

| | | |
|---|--|---|
| Ms. Cynthia Peshek, M.A., R.D. Nutrition Program Coordinator 1107 9th Street Suite 810 Sacramento, CA 95814-3600 Phone: (916) 552-2846 Fax: (916) 444-2424 cpeshek@cvhnclinics.org | State Share: \$1,562,315 Federal Share: \$937,388 First Funded: 2003-2004 | <u>Legislators</u> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Doris Matsui CA Sen. Darrell Steinberg CA Asm. Dave Jones |
|---|--|---|

Target Audience

- Gender: Male (40%); Female (60%)
- Age: All Ages
- Ethnicity: African American (5%); Asian (1%); Caucasian (18%); Latino (72%); Native American (1%); Pacific Islander (1%); Other (3%)
- Language: Arabic; Armenian; English (33%); Hmong (1%); Khmer; Korean; Lao; Spanish (62%); Tagalog (1%); Vietnamese; Punjabi (2%); Portuguese (1%); Mixteco, East Indian

Intervention Channels:

Afterschool Programs (16); Community-Based Organizations (40); Community Clinics (non-government) (59); Community Youth Organizations (13); Faith/Churches (23); Farmers' Markets (15); Food Closets/Pantries/Banks (3); Gardens (1); Grocery Stores (15); HeadStart (13); Health Care Facilities (non-government) (1); Healthy Start (1); Housing Projects (4); Other Preschools or Daycares (not Head Start) (5); Parks, Recreation Centers (8); Private Homes (515); Public Health Departments (15); Schools (K-12) (75); Senior Centers (16); Universities, Community Colleges (3); WIC Sites (6); Worksites (20)

Narrative Summary:

The Central Valley Health Network is implementing activities to enhance the quality of nutrition education provided to clientele. Through results of health center clientele small group sessions and research, the contractor provides cultural diversity education to staff and culturally appropriate nutrition education publications to the target audience. With the goal of increasing fruit and vegetable consumption and physical activity among the target audience, the contractor is performing a literature search and sponsoring small group discussions with health center clientele to identify barriers to fruit and vegetable intake, as well as barriers to attendance at nutrition education sessions. Results of these activities are driving the development of resources for use in education sessions and identifying solutions to fruit and vegetable consumption barriers, and ideas for increasing attendance. The information gathered is also being used to aid in the selection of a curriculum for classes/individual session for a five-part series covering specific nutrition and physical activity topics. Pre- and post-tests are scheduled to evaluate the impact of the curriculum on targeted factors. The contractor provides nutrition education to children who accompany their parents to individual education sessions. The contractor provides general nutrition briefings to health center professionals and distributes a bi-monthly newsletter to health center clientele.

FARMERSVILLE UNIFIED SCHOOL DISTRICT*Local Incentive Awardee: Education - School District*

| | | |
|--|-----------------------------------|---|
| Ms. Angelica Rogers 571 East Citrus Farmersville, CA 93223-2040 | State Share: \$138,403 | <u>Legislators</u> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Devin Nunes CA Sen. Roy Ashburn CA Asm. Bill Maze |
| Phone: (559) 303-8726 Fax: (559) 592-2203 | Federal Share: \$69,201 | |
| arogers@farmersville.k12.ca.us | First Funded: 1999-2000 | |

This contract ends early on November 2, 2006.**Target Audience**

- Gender: Male (50%); Female (50%)
- Age: 5 to 8 (33%); 9 to 11 (25%); 12 to 17 (44%)
- Ethnicity: African American (4%); Asian (4%); Caucasian (9%); Latino (44%); Native American (3%)
- Language: English (90%); Spanish (10%)

Intervention Channels:

Healthy Start (1); Schools (K-12) (6)

Narrative Summary:

Farmersville Unified School District promotes consumption of fruits and vegetables and physical activity among Farmersville students of Food Stamp eligible schools. They recruit teachers to participate in the Harvest of the Month and send flyers home to parents. This contractor gives cooking demonstrations that promote healthy eating habits to students and participate in community health fairs and sponsor nutritional educational events at Food Stamp eligible school sites.

FRESNO COUNTY OFFICE OF EDUCATION

Local Incentive Awardee: Education - County Office of Education

Ms. Linda Shelton, M.S., R.D.
Wellness and Nutrition Coordinator
1111 Van Ness Avenue
Fresno, CA 93721-2019
Phone: (559) 443-4831
Fax: (559) 443-4842
lshelton@fcoe.k12.ca.us

State Share: \$1,301,119
Federal Share: \$742,018
First Funded: 1999-2000

Legislators
U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Jim Costa
CA Sen. Dean Florez
CA Asm. Juan Arambula

Target Audience

- Gender: Male (50%); Female (50%)
- Age: Under 5 (4%); 5 to 8 (30%); 9 to 11 (24%); 12 to 17 (39%); 18 to 24 (1%); 25 to 54 (1%)
- Ethnicity: African American (6%); Asian (11%); Caucasian (14%); Latino (69%); Native American; Pacific Islander; Filipino
- Language: Arabic; Armenian; Cantonese; English (68%); Hmong (3%); Khmer; Lao; Spanish (25%); Tagalog; Vietnamese; Punjabi

Intervention Channels:

Afterschool Programs (9); Other Preschools or Daycares (not Head Start) (6); Schools (K-12) (24); Fresno Fairgrounds (1)

Narrative Summary:

Fresno County Office of Education (FCOE) works with multiple schools in several districts to promote healthy eating and physical activity through school-based activities and county-wide events.

A comprehensive Harvest of the Month program at school sites has been developed with taste-testing, classroom, after school and cafeteria activities, and take-home newsletters. Student leadership groups assist with facilitation of nutrition education through peer teaching using student-produced PSAs (Classroom Awareness through Animation Program) and Harvest of the Month materials that also promote physical activity. FCOE's mobile clinic is used at several sites to teach nutrition and promote physical activity to students identified as at risk for overweight. Training is provided to school staff through SPARK trainings and nutrition education workshops to increase integration of nutrition in the classroom and to promote physical activity. Impact evaluation is completed to measure preference for fruits and vegetables.

County-wide events that promote the use of increased fruits and vegetables include the Pentathlon Adventure (5th-8th grade students), Scout Island Adventure Challenge (High School), Farm and Nutrition Day at the Fresno Fairgrounds, and National Walk to School Day.

FRESNO UNIFIED SCHOOL DISTRICT*Local Incentive Awardee: Education - School District*

| | | |
|---|--|--|
| Ms. Sharon Owyang Project Director 3132 East Fairmont Avenue Bldg. 5 Fresno, CA 93726-0606 Phone: (559) 248-7175 Fax: (559) 227-5314 sgowyan@fresno.k12.ca.us | State Share: \$476,993 Federal Share: \$238,490 First Funded: 2001-2002 | <u>Legislators</u> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. George P. Radanovich CA Sen. Dave Cogdill CA Asm. Mike Villines |
|---|--|--|

Target Audience

- Gender: Male (49%); Female (51%)
- Age: All Ages
- Ethnicity: African American (11%); Asian (15%); Caucasian (16%); Latino (57%); Native American (1%); Pacific Islander; Filipino (1%)
- Language: Arabic; Armenian; English (50%); Hmong (10%); Khmer (2%); Lao (2%); Russian; Spanish (30%); Vietnamese; Punjabi; Filipino

Intervention Channels:

Schools (K-12) (13); Parent and Child Education Centers (ages 1-4) on eligible high school campuses (3); Preschool on eligible high school campus (1)

Narrative Summary:

Fresno Unified School District, a large ethnically and linguistically diverse district with several established community partnerships, has developed nutrition education curriculum from MyPyramid and aligned these lessons to State standards. The Network program is training students in Nutrition Advocacy and promotion of physical activity. Nutrition Advocacy reinforces the District goal of promoting healthy choices for students as part of an effort to continue to increase student success on the California Standards Tests. Student Advocates provide nutrition education presentations and school bulletin announcements, promote the Harvest of the Month program, and provide nutrition education at one event such as Walk to School Week, Spring into Health, or The Great American Eat Right Challenge. Student advocates conduct nutrition education and physical activity promotion for parents and preschool children on Food Stamp eligible high school campuses. They also teach nutrition education and physical activity promotion through grade-level-specific lessons to elementary school students. Advocates promote increased consumption of fruits and vegetables with taste testing, and partner with Food Service to reinforce healthy eating linked to academic achievement. Nutrition Network objectives provide activities in a culturally relevant and participatory manner that supports healthy food choices.

GREENFIELD UNION SCHOOL DISTRICT*Local Incentive Awardee: Education - School District*

| | | |
|--|--|---|
| Ms. Liz Meridith Nutrition Facilitator 5400 Monitor St Bakersfield, CA 93307-6399 Phone: (661) 837-3720 Fax: (661) 837-3723 meridithl@gfusd.k12.ca.us | State Share: \$333,762 Federal Share: \$144,876 First Funded: 2000-2001 | <u>Legislators</u> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Jim Costa CA Sen. Dean Florez CA Asm. Jean Fuller |
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Target Audience

- Gender: Male (52%); Female (48%)
- Age: All Ages
- Ethnicity: African American (9%); Asian (2%); Caucasian (12%); Latino (72%); Native American (1%); Pacific Islander (1%); All others (3%)
- Language: Arabic (1%); English (70%); Spanish (28%); Multi (1%)

Intervention Channels:

Afterschool Programs (11); Community-Based Organizations (1); Food Closets/Pantries/Banks (1); Gardens (3); Parks, Recreation Centers (1); Schools (K-12) (11)

Narrative Summary:

The Greenfield Union School District Family Resource Center works with families, teachers, staff and students to promote healthy eating and physical activity. The contractor provides nutrition education and physical activity promotion resources to teachers. Nutrition education is provided in Kindergarten through sixth-grade classes and/or in the after school program. Noon aide staff link the cafeteria with nutrition education classes by promoting fruits and vegetables during lunch using banners and taste testing.

The contractor teaches students gardening concepts in the after school program as part of nutrition education. To increase their ability to promote healthy eating and physical activity in the after school program, Greenfield Union School District works with AmeriCorps members.

The contractor works closely with individual families, distributing nutrition education materials, and promoting participation in nutrition education classes. Cooking demonstration classes are conducted to help improve families' ability to provide healthy nutritious meals. Physical activity promotion is provided along with the nutrition education.

KERN COUNTY DEPARTMENT OF PUBLIC HEALTH

Local Incentive Awardee: Government - Local Public Health Department

| | | |
|--|--|--|
| Ms. Annapryssma Safari, M.P.H. Director 1800 Mt Vernon Ave Bakersfield, CA 93306-3302 Phone: (661) 868-0526 Fax: (661) 868-0263 safaria@co.kern.ca.us | State Share: \$511,472 Federal Share: \$255,736 First Funded: 1999-2000 | <u>Legislators</u> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Jim Costa CA Sen. Dean Florez CA Asm. Nicole Parra |
|--|--|--|

Target Audience

- Gender: Male (48%); Female (52%)
- Age: All Ages
- Ethnicity: African American (6%); Asian (3%); Caucasian (50%); Latino (38%); Native American (1%); Rest of other races (2%)
- Language: English (65%); Spanish (35%)

Intervention Channels:

Afterschool Programs (14); Community-Based Organizations (3); Food Stamp Offices (7); Head Start (1); Public Health Departments (1); Schools (K-12) (25); Worksites (2); Public Health sub-office in outlying areas of the county. (11); Health Fairs that are held in low income neighborhoods. (5)

Narrative Summary:

The Kern County Department of Public Health Nutrition Program focuses on increasing consumption of fruits and vegetables among food stamp eligible residents in Kern County. The program collaborates with local agencies such as American Cancer Society, University of California Cooperative Extension, and the Get Moving Kern collaborative to promote nutrition and physical activity through community health fairs and other health awareness activities. The program introduces and implements Harvest of the Month at fourteen elementary schools and works with community partners to train teachers and others working with children in food stamp eligible areas on the importance of good nutrition for children.

KERNVILLE UNION SCHOOL DISTRICT Family Resource Center

Local Incentive Awardee: Education - School District

| | | | |
|------------------------------|-----------------------|------------------|----------------------------|
| Ms. Alisa Hinkle | State Share: | \$380,789 | <u>Legislators</u> |
| Program Coordinator | Federal Share: | \$190,395 | U.S. Sen. Dianne Feinstein |
| PO Box 2905 | First Funded: | 1999-2000 | U.S. Sen. Barbara Boxer |
| Lake Isabella, CA 93240-2905 | | | U.S. Rep. Kevin McCarthy |
| Phone: (760) 379-2556 | | | CA Sen. Roy Ashburn |
| Fax: (760) 379-1257 | | | CA Asm. Jean Fuller |
| alhinkl@zeus.kern.org | | | |

Target Audience

- Gender: Male (48%); Female (52%)
- Age: All Ages
- Ethnicity: African American (1%); Asian (1%); Caucasian (82%); Latino (12%); Native American (3%); Pacific Islander (1%)
- Language: English (94%); Spanish (6%)

Intervention Channels:

Afterschool Programs (3); Community-Based Organizations (7); Community Clinics (non-government) (2); Community Youth Organizations (3); Faith/Churches (2); Food Closets/Pantries/Banks (4); Food Stamp Offices (1); Gardens (2); Head Start (1); Health Care Facilities (non-government) (2); Housing Projects (1); Indian Tribal Organizations (1); Other Preschools or Daycares (not Head Start) (1); Parks, Recreation Centers (1); Private Homes (50); Schools (K-12) (3); Senior Centers (1); Soup Kitchens/Congregate Meal Sites (1); Universities, Community Colleges (1); WIC Sites (1); Worksites (4); local dental services (1)

Narrative Summary:

Kernville Union School District (KUSD) acts as a community broker for nutrition education information, physical activity promotion, and Food Stamp/WIC program promotion through its Nutrition Program and the Family Resource Center. The KUSD Family Resource Center sponsors three community based events/health fairs offering nutrition education information and direct services emphasizing the importance of healthy eating and physical activity every day, and a brief Food Stamp Program/WIC promotion message to certified and potentially eligible families and seniors.

The nutrition program provides nutrition education and physical activity promotion in three preschools and kindergarten-through-eighth-grade schools in regular and after school classrooms. Students learn healthy eating, food safety, and the 'farm to table' process by working in two school site gardens. Within the community, the nutrition program provides a series of healthy cooking classes, home visits, and weekly playgroups to food stamp eligible families involving nutrition education, physical activity promotion, and nutrition assistance program promotion.

The nutrition program promotes MyPyramid concepts through monthly newsletters, Harvest of the Month newspaper columns, radio announcements, Kern River Valley Collaborative meetings, and a KUSD nutrition website (www.kernvilleusd.org/cfs) intended to reach food stamp eligible community members.

LAMONT SCHOOL DISTRICT*Local Incentive Awardee: Education - School District*

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|--|--|--|
| Ms. Yolanda Romero, R.N.C. Project Director 7915 Burgundy Ave Lamont, CA 93241-1350 Phone: (661) 845-2724 Fax: (661) 845-5114 yromero@lesd.us | State Share: \$319,908 Federal Share: \$159,954 First Funded: 1999-2000 | <u>Legislators</u> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Jim Costa CA Sen. Dean Florez CA Asm. Nicole Parra |
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Target Audience

- Gender: Male (50%); Female (50%)
- Age: All Ages
- Ethnicity: Asian (1%); Caucasian (3%); Latino (94%)
- Language: English (28%); Spanish (72%)

Intervention Channels:

Afterschool Programs (4); Community-Based Organizations (1); Community Clinics (non-government) (1); Grocery Stores (2); Other Preschools or Daycares (not Head Start) (1); Parks, Recreation Centers (1); Private Homes (100); Schools (K-12) (4); Farmworkerscamp (1)

Narrative Summary:

Lamont is located in Kern County about 10 miles southeast of Bakersfield. It is a community of about 13,000 people, the majority Hispanic and Spanish speaking. Poverty levels are high, as shown by the fact that eighty-nine percent of the students in Lamont School District qualify for free/reduced school meals.

Lamont School District's Nutrition Education Program through community outreach workers target students, parents, and other community members. Bilingual nutrition education activities and cooking classes are conducted at the Lamont/Weedpatch Family Resource Center. Nutrition education materials and promotional items with the healthy eating messages are distributed at community events such as Health Fairs, Harvest Festival, Day to Explore the Arts and Sciences, Back to School Nights, and the Christmas Parade. Family advocates also distribute the healthy eating materials and nutrition information to their case managed families.

Students receive nutrition education in the classroom during the regular day and in the After School Programs at each of the four school sites using curriculum from California Dairy Council, Power Play!, and University of California Cooperative Extension curricula. Students and adults learn what a healthy meal is and how to prepare healthy snacks and quick, easy meals.

MADERA COUNTY CHILDREN AND FAMILIES COMMISSION - FIRST 5

Local Incentive Awardee: Education - First 5 Children and Families Commission

| | | |
|---|---|--|
| Ms. Diane Sandoval Health & Wellness Coordinator 525 E Yosemite Ave Madera, CA 93638-3334 Phone: (559) 661-5155 Fax: (559) 675-4950 dgonzales@first5madera.net | State Share: \$143,085 Federal Share: \$71,541 First Funded: 2003-2004 | <u>Legislators</u> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. George P. Radanovich CA Sen. Jeffery Denham CA Asm. Mike Villines |
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Target Audience

- Gender: Male (9%); Female (91%)
- Age: Under 5 (20%); 18 to 24 (40%); 25 to 54 (40%)
- Ethnicity: African American (3%); Asian (1%); Caucasian (12%); Latino (81%); Native American (1%); unknown (2%)
- Language: English (52%); Hmong (1%); Spanish (47%)

Intervention Channels:

Community-Based Organizations (4); Farmers' Markets (1); Food Stamp Offices (1); Grocery Stores (1); Head Start (2); Health Care Facilities (non-government) (1); Other Preschools or Daycares (not Head Start) (5); Public Health Departments (1); Schools (K-12) (2); WIC Sites (1)

Narrative Summary:

Madera County Children's and Families Commission aims to impact optimal childhood development among young children through the promotion of adequate nutrition and physical activity through the following strategies:

* Health & Wellness Workshops will be offered quarterly and include the benefits of fruit and vegetable consumption and the importance of daily physical activity. Workshops will be interactive and offer family games, discussion, the distribution of nutrition education materials, one-time physical activity demonstrations, food demonstrations and taste testing.

* Nutrition Olympics will provide a fun-filled nutrition education event that reinforces the importance of consuming the recommended amounts of fruits and vegetables and physical activity through various games, activities, and taste testing opportunities. This allows children to become familiar with different fruits and vegetables, learn about nutrition, and have fun while being physically active.

* By partnering with the Food Stamp Office to include nutritional information in the monthly mailings and participating in community events/fairs held in qualifying census tracts, the community will receive nutrition education and information at various locations throughout the community.

MADERA UNIFIED SCHOOL DISTRICT*Local Incentive Awardee: Education - School District*

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|--|--|--|
| Ms. Lisa Chaney Health Services Coordinator 1902 Howard Road Madera, CA 93637-5123 | State Share: \$470,580 Federal Share: \$223,192 First Funded: 2002-2003 | <u>Legislators</u> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. George P. Radanovich CA Sen. Jeffery Denham CA Asm. Mike Villines |
| Phone: (559) 675-4500 Fax: (559) 675-4526 chaney_l@madera.k12.ca.us | | |

Target Audience

- Gender: Male (51%); Female (49%)
- Age: Under 5; 9 to 11 (70%); 12 to 17 (30%)
- Ethnicity: African American (3%); Asian (1%); Caucasian (14%); Latino (79%); Native American (3%); Pacific Islander; Filipino
- Language: Arabic (1%); Armenian (1%); English (41%); Khmer (1%); Korean (1%); Russian (1%); Spanish (53%); Vietnamese (1%)

Intervention Channels:

Other Preschools or Daycares (not Head Start) (10); Schools (K-12) (15)

Narrative Summary:

Madera Unified School District (MUSD) is located in the heart of the San Joaquin Valley. This contractor has a population of approximately 17,700 students; 78.4 percent are of Latino decent. Madera is an agricultural community that continues to grow.

The contractor's nutrition program is focused toward the 4th-6th grade elementary students at each of the 14 elementary schools. The contractor is teaching curriculum from Power Play!, California Dairy Council, and Eat Fit. They make 4,240 direct student contacts with a majority of them Hispanic. The curricula are used to integrate technology with small group learning to affect changes in both eating habits and increased physical activity. The changes in knowledge are measured using a pre and post test model.

A spring event, 'Jump Into Health', hosted by Health Services and Child Nutrition Services, focuses on taste testing new items for school lunches and increases community involvement in the process. Games focusing on physical activity and healthy food choices are also used to reinforce current curriculum.

MERCED COUNTY OFFICE OF EDUCATION*Local Incentive Awardee: Education - County Office of Education***Ms. Susan Coston**Assistant Superintendent/SELPA
Director632 West 13th St
Merced, CA 95340-5908

Phone: (209) 381-6711

Fax: (209) 381-6765

scoston@mcoe.org

State Share: \$2,158,876**Federal Share: \$1,079,436****First Funded: 2003****Legislators**

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Dennis Cardoza

CA Sen. Jeffery Denham

CA Asm. Cathleen Galgiani

Target Audience

- Gender: Male (50%); Female (50%)
- Age: Under 5 (9%); 5 to 8 (12%); 9 to 11 (12%); 12 to 17 (12%); 18 to 24 (35%)
- Ethnicity: African American (4%); Asian (7%); Caucasian (41%); Latino (45%); Native American (1%); Hmong, Vietnamese, Punjabi, Hindi, Mein/Yao, Portuguese, Arabic, Urdu (2%)
- Language: English (61%); Spanish (26%); Hmong, Vietnamese, Punjabi, Hindi, Mein/Yao, Portuguese, Arabic, Urdu (13%)

Intervention Channels:

Afterschool Programs (6); Community-Based Organizations (1); Other Preschools or Daycares (not Head Start) (11); Schools (K-12) (6)

Narrative Summary:

The Merced County Nutrition & Fitness Network serves the students, teachers, and families in 20 preschool classrooms, six schools (Kindergarten through 8th grade), and the Special Education Department. Team members include a Certified Health Education Specialist, Registered Dietitian, Special Education Resource Teacher and a variety of other administrative and clerical assistants.

The main focus of the team is to link classroom nutrition education to the cafeteria and community. Activities include Harvest of the Month, parent and community activities, and student events. Bi-annual teacher and staff training is provided featuring SPARK and easy to use curriculum and materials to integrate in the classroom.

The Merced Nutrition Network team has been focusing on increasing the availability and use of Harvest of the Month and teacher resources in the Special Education classrooms to enhance the delivery of nutrition education to students. Staff also will be recording video segments of special needs classroom nutrition education activities for parents/caretakers to view and learn how to incorporate nutrition lessons in the home. Impact evaluation will be conducted to determine the effectiveness of nutrition education for special education students by measuring preference for fruits and vegetables before and after receiving nutrition education through Harvest of the Month classroom activities.

TULARE COUNTY OFFICE OF EDUCATION

Local Incentive Awardee: Education - County Office of Education

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|--|--|---|
| Ms. Nani Rowland, M.S., R.D. Project Director 7000 Doe Avenue Building 300 Visalia, CA 93291-9287 Phone: (559) 651-0130 Fax: (559) 651-0172 nrowland@tcoe.org | State Share: \$4,271,312 Federal Share: \$2,135,656 First Funded: 2002-2003 | <u>Legislators</u> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Devin Nunes CA Sen. Roy Ashburn CA Asm. Bill Maze |
|--|--|---|

Target Audience

- Gender: Male (52%); Female (48%)
- Age: All Ages
- Ethnicity: African American (1%); Asian (1%); Caucasian (17%); Latino (75%); Native American (1%); Pacific Islander; Filipino (1%); Multi/No Response (4%)
- Language: Arabic; Cantonese; English (67%); Hmong; Khmer; Lao; Russian; Spanish (33%); Tagalog; Punjabi

Intervention Channels:

Afterschool Programs (7); Farmers' Markets (3); Gardens (6); Grocery Stores (2); Schools (K-12) (38)

Narrative Summary:

Tulare County Office of Education (TCOE) School Health Programs works with Alta Vista, Culter-Orosi, Dinuba, Exeter, and Porterville school districts. Through the commitment of parents, community, school staff and students, the California Nutrition Network for Healthy, Active Families provides nutritionally sound services and resources to food stamp eligible families. TCOE has Registered Nurses, Registered Dietitians, and Credentialed Teachers on staff to provide nutrition education to the community, to promote the increased consumption of fruits/vegetables and daily physical activity.

Services are provided to approximately 27,000 students in kindergarten through grade twelve located in rural communities within Tulare County Communities. Specific program activities include: teacher training to provide nutrition education and physical activity promotion and curriculum resources which are based on the California Content Standards; parent training at School Site Councils, which provide nutrition education and physical activity; partnering with local farmers in a program called, 'Farmer in the Dell'; utilizing nutrition education and promotional strategies to incorporate healthy foods into the school district, including salad/fresh fruit bars, healthy fundraisers, farmer's market programs and after-school programs; and connecting the classroom and cafeteria with Harvest of the Month.

COUNTY OF TULARE HEALTH AND HUMAN SERVICES AGENCY WIC Program

Local Incentive Awardee: Government - Local Public Health Department

Ms. Peggy Redfern, R.D.

Supervising Public Health
Nutritionist

115 E Tulare Avenue
Tulare, CA 93274-4019

Phone: (559) 685-2519

Fax: (559) 685-2695

predfern@tularehhsa.org

State Share: \$729,936

Federal Share: \$363,936

First Funded: 2002-2003

Legislators

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Devin Nunes

CA Sen. Roy Ashburn

CA Asm. Bill Maze

Target Audience

- Gender: Male (40%); Female (60%)
- Age: All Ages
- Ethnicity: African American (2%); Asian (3%); Caucasian (13%); Latino (81%); Native American (1%)
- Language: English (55%); Hmong (1%); Spanish (41%); Vietnamese (1%); Lahu (1%); Chinese (1%)

Intervention Channels:

Community-Based Organizations (3); Community Clinics (non-government) (1); Community Youth Organizations (1); Faith/Churches (2); Food Closets/Pantries/Banks (19); Healthy Start (5); Indian Tribal Organizations (1); Parks, Recreation Centers (1); Schools(K-12) (44); WIC Sites (8); Community Services Employment Training, Inc. (CSET) (1); Orosi Adult School (1)

Narrative Summary:

This Agency's project is a unique, multi-organizational partnership of public agencies and community-based organizations focused on activities that promote healthy eating, physical activity and food security. Primary activities include: the maintenance and expansion of the Tulare County Nutrition Collaborative that promotes Network program goals, the Family Challenge Program, and Nutrition on the Go. The primary target audience is low-income, food stamp eligible residents throughout Tulare County. The secondary target audience is staff and volunteers of organizations providing services to the primary target audience. The Family Challenge is a 10-week program to encourage increased consumption of fruits and vegetables and physical activity. The Family Challenge toolkit is now the curriculum base for Family Challenge classes held in 20 rural communities. Staff provides participants with nutrition education and physical activity promotion while Nutrition-on-the-Go, the food bank, delivers fresh fruits and vegetables at no cost to residents to rural areas without food pantries. Approximately 50,000 residents participate annually.

THE REGENTS OF THE UNIVERSITY OF CALIFORNIA, BERKELEY

Local Food and Nutrition Education

| | | |
|--|---|---|
| Ms. Christy Getz Department of Environmental Science, Policy, and Management 151 Hilgard Hall Berkeley, CA 94720-3310 Phone: (510) 642-8681 Fax: (510) 643-2504 cgetz@nature.berkeley.edu | Grant Amount: \$54,031 Contract Duration: 2003-2008 First Funded: 2003 | <u>Legislators</u> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Barbara Lee CA Sen. Don Perata CA Asm. Loni Hancock |
|--|---|---|

Target Audience

- Gender: Male (50%); Female (50%)
- Age: All Ages
- Ethnicity: Asian (2%); Caucasian (5%); Latino (93%)
- Language: Spanish (100%)

Intervention Channels:

Community-Based Organizations (5)

Narrative Summary:

Based on an assessment of dietary patterns among farmworkers (year one) and the development of a nutrition curriculum to address the specific needs of farmworkers (year two), the University of California, Berkeley plans to develop, pilot, produce and evaluate a three-part, Spanish-language telenovela-style video. This video will be used as an educational tool with regard to nutrition education on three specific themes: increasing fruit and vegetable consumption, cutting fat intake, and reducing high-sugar beverage consumption. Screening and evaluation of the impact of the three-part telenovela/video will take place in five low-income target communities in Fresno County: Five Points, Huron, Parlier, and Fresno (93702 and 93706), thereby directly reaching 250 farmworkers. Additionally, 500 copies of the telenovela/video will be distributed to community-based agencies and groups serving low-income farmworkers and their families in both Fresno County and other parts of the state with high concentrations of Latino farmworkers.

**THE REGENTS OF THE UNIVERSITY OF CALIFORNIA, COOPERATIVE EXTENSION OF
FRESNO COUNTY
Central Valley Region**

Regional Nutrition Network

| | | |
|--|---|---|
| Ms. Nichole Mosqueda 1720 S Maple Ave Fresno, CA 93702-4516 Phone: (559) 456-7210 Fax: (559) 456-7575 Inmosqueda@ucdavis.edu | Grant Amount: \$1,043,000 First Funded: 2005 | <u>Legislators</u> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Jim Costa CA Sen. Dean Florez CA Asm. Juan Arambula |
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Target Audience

- Gender: Male (30%); Female (70%)
- Age: All Ages
- Ethnicity: African American (8%); Asian (2%); Caucasian (49%); Latino (40%); Native American (1%)
- Language: English (55%); Spanish (45%)

Intervention Channels:

Afterschool Programs (65); Community-Based Organizations (120); Community Clinics (non-government) (30); Community Youth Organizations (50); Faith/Churches (6); Farmers' Markets (5); Food Closets/Pantries/Banks (1); Food Stamp Offices (6); Gardens (2); Grocery Stores (85); Head Start (40); Health Care Facilities (non-government) (6); Healthy Start (4); Housing Projects (10); Parks, Recreation Centers (4); Public Health Departments (7); Restaurants/Diners/Fast Food (2); Schools (K-12) (135); Universities, Community Colleges (2); WIC Sites (36); Worksites (300)

Narrative Summary:

The Central Valley Regional Nutrition Network is:

Maximizing Local Impact - Provides training, coordination and communications support to all Network-funded projects and other partners serving the target population through nutrition, physical activity and federal food assistance programs.

Collaborating for Action - Convenes a Regional Collaborative – organizations, advocates, community leaders, and others working in nutrition, physical activity, and under-served communities - to develop initiatives that empower low income communities to create better access to healthier foods.

Reaching Out - The Children's Power Play! Campaign educates and empowers low-income children and parents through activities in schools, community youth organizations, farmers' markets, supermarkets, restaurants, and more. The Latino Campaign reaches low-income Latino adults through skill-building consumer education at farmers'/flea markets, neighborhood grocery stores, and cultural gatherings. The African American Campaign reaches low-income African Americans through community festivals, neighborhood grocery stores and coordinates with faith-based community projects at community health and fitness fairs, farmers' markets, nutrition classes, supermarkets, and media. The Retail Program conducts activities at retail stores in low-income areas to increase the promotion of fruits and vegetables and nutrition education offered.

Finally, the Be Active! Worksite Program catalyzes the establishment of worksite environments that support fruit and vegetable consumption and physical activity among low-income working adults.

VISALIA UNIFIED SCHOOL DISTRICT*Local Incentive Awardee: Education - School District*

| | | |
|---|---|---|
| Ms. Neva Wright Project Coordinator PO Box 5004 Visalia, CA 93278-5004 Phone: (559) 730-7554 Fax: (559) 730-7576 nwright@visalia.k12.ca.us | State Share: \$131,076 Federal Share: \$65,538 First Funded: 2002-2003 | <u>Legislators</u> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Devin Nunes CA Sen. Roy Ashburn CA Asm. Bill Maze |
|---|---|---|

Target Audience

- Gender: Male (50%); Female (49%)
- Age: 5 to 8 (10%); 9 to 11 (75%); 12 to 17 (10%); 18 to 24 (2%); 25 to 54 (3%)
- Ethnicity: African American (3%); Asian (6%); Caucasian (37%); Latino (53%); Native American (1%)
- Language: English (80%); Hmong (1%); Spanish (18%); Lahu (1%)

Intervention Channels:

Afterschool Programs (3); Schools (K-12) (19)

Narrative Summary:

Visalia Unified School District, Located in the San Joaquin Valley, serves 23 elementary schools (15 of those qualifying as target schools), four middle schools (three of those target schools) and four comprehensive high schools, a continuation high school (target school), an adult school, a school that serves orthopedic special needs students and two charter schools. The district serves over 32,000 total students within Tulare County. Elementary Physical/Health Education teachers teach three nutrition education lessons in every fourth through sixth grade classroom at target schools. The team also provides booths with nutrition education information and physical activity promotion at 'Back to School' and 'Open House' events at target sites. Nutrition education workshops are also provided at parent meeting and after school programs. A special event, California Grown Food Tour is a district wide challenge for students to learn about nutrition and increase physical activity. Middle School Science, Physical Education, and High School Health teachers include nutrition education and promote physical activity within their curriculum.

Desert Sierra Region

Inyo, Riverside, and San Bernardino Counties

NETWORK FOR A HEALTHY CALIFORNIA REGIONAL LEAD AGENCY

Project Director

Jeanne Silberstein
San Bernardino County Department
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Region: [www.co.san-bernardino.ca.us/eatwell/
desert_sierra_hlth_ntwrk.htm](http://www.co.san-bernardino.ca.us/eatwell/desert_sierra_hlth_ntwrk.htm)
Collaborative: [www.co.san-bernardino.ca.us/
eatwell/desert_sierra_hlth_ntwrk.htm](http://www.co.san-bernardino.ca.us/eatwell/desert_sierra_hlth_ntwrk.htm)

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African American Campaign Coordinator

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Worksite Program Coordinator

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Physical Activity Specialist

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FAITH TEMPLE CHURCH*Faith-Based*

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 Project Coordinator
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Grant Amount: \$85,000
First Funded: 2002-2003

Legislators
 U.S. Sen. Dianne Feinstein
 U.S. Sen. Barbara Boxer
 U.S. Rep. Joe Baca
 CA Sen. Gloria McLeod
 CA Asm. Bill Emmerson

Target Audience

- Gender: Female
- Age: 18 to 24 (50%); 25 to 54 (50%)
- Ethnicity: African American (76%); Asian (3%); Caucasian (4%); Latino (11%); mixed race (6%)
- Language: English (100%)

Intervention Channels:

Faith/Churches (3); Farmers' Markets (3); Food Stamp Offices (1); Grocery Stores (5); WIC Sites (1); Festivals (4)

Narrative Summary:

The African American program at Faith Temple Church continues to empower low-income African American women with children to increase their intake of fruits and vegetables and to meet their recommended levels of physical activity. They conduct community interventions through the American Cancer Society's Body & Soul Program, church events, and retail food demonstrations. The Body & Soul Program educates and trains individuals to make healthy choices and to incorporate physical activity into their daily lives. The program also partners with the Department of Social Services in assisting with distributing brochures for the Food Stamp Program. This agency is collaborating with the community to initiate a community walking group which occurs every Thursday evening at Anne Shirrells Park. They are currently working with the community and the City Council to obtain land for a community garden that community residents will maintain.

CITY OF MONTCLAIR*Local Incentive Awardee: Government - City Government***Ms. Marcia Richter**

Project Coordinator, Resource Analyst

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State Share: \$135,406**Federal Share: \$67,335****First Funded: 1999-2000****Legislators**

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. David Dreier

CA Sen. Gloria McLeod

CA Asm. Nell Soto

Target Audience

- Gender: Male (25%); Female (75%)
- Age: 18 to 24 (5%); 25 to 54 (85%); 55 to 64 (7%); Over 65 (3%)
- Ethnicity: African American (2%); Asian (3%); Caucasian (10%); Latino (85%)
- Language: English (20%); Spanish (80%)

Intervention Channels:

Community Clinics (non-government) (1); Faith/Churches (1); Farmers' Markets (1); Grocery Stores (1); Parks, Recreation Centers (1); apartment complex community centers (1)

Narrative Summary:

Located in southern California, in an urbanized valley at the base of the San Bernardino Mountains, the City of Montclair is located 35 miles east of Los Angeles. With 7,049 people per square mile, the City is a lower income urban-suburban community with a population of approximately 35,000 people.

Through bilingual Health Educators and Promotoras, the City of Montclair Nutrition Education Project targets qualifying census tracts which are 68 percent Hispanic and have a total population of 19,680 residents. The Project reaches Latino adults by tapping into the existing network of Por La Vida-Families Saludables participants, Montclair Community Collaborative members, and Medical Clinic participants, among others. Promotoras facilitate the 16 session Por La Vida-Mujeres Decididas curriculum. In addition, Promotoras maintain a positive ongoing rapport with targeted community members after sessions are delivered. Health Educators lead the cooking demonstrations, advanced nutrition classes, field trips to local farmers' markets, and nutrition workshops at various community events. A twice-yearly newsletter is directly mailed to homes to introduce healthy eating and physical activity concepts to raise awareness and increase perceived benefits of healthy lifestyle choices.

COUNTY OF RIVERSIDE COMMUNITY HEALTH AGENCY

Local Incentive Awardee: Government - Local Public Health Department

Ms. Durreen Qureshi, MS, RD

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State Share: \$2,197,772

Federal Share: \$1,098,886

First Funded: 2000-2001

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Ken Calvert
CA Sen. Bob Dutton
CA Asm. John Benoit

Target Audience

- Gender: Male (10%); Female (90%)
- Age: All Ages
- Ethnicity: African American (32%); Caucasian (20%); Latino (48%)
- Language: English (40%); Spanish (60%)

Intervention Channels:

Afterschool Programs (5); Community-Based Organizations (25); Community Clinics (non-government) (2); Community Youth Organizations (10); Faith/Churches (6); Farmers' Markets (1); Food Closets/Pantries/Banks (2); Food Stamp Offices (5); Grocery Stores (20); Head Start (20); Health Care Facilities (non-government) (4); Housing Projects (2); Indian Tribal Organizations (1); Other Preschools or Daycares (not Head Start) (5); Parks, Recreation Centers (5); Public Health Departments (1); Schools (K-12) (29); Senior Centers (1); Soup Kitchens/Congregate Meal Sites (2); WIC Sites (22)

Narrative Summary:

Riverside County Department of Public Health has developed a strategic plan to promote healthy living for the residents of Riverside County. The county has been given the 2006 Healthy City award by the American Public Health Association (APHA). To achieve the goal of increasing the consumption of fruits and vegetables and physical activity among residents, information, education and resources are provided across channels such as community centers, schools, Department of Public and Social Services (DPSS) offices, government agencies, retail sites, and at community events. Training is provided to partners such as the American Cancer Society (ACS), the American Diabetes Association (ADA), the Blood Bank, the Desert Sierra Partnership, and other divisions of the health department. Activities are conducted for breastfeeding moms, especially African Americans. National Nutrition Month, Walk to School, and other celebrations are included in the program.

Media and advertising are conducted to promote Network messages. To enhance collaboration with the WIC program at the county, classes are conducted for 62,000 WIC participants at 22 sites using the curriculum from the Latino Campaign Tool Kit. Harvest of the Month (HOTM) materials are used at the schools, especially those participating in the Farm to School Salad Bar program and for other classes conducted at different qualifying locations.

CITY OF SAN BERNARDINO PARKS, RECREATION AND COMMUNITY SERVICES DEPARTMENT

Local Incentive Awardee: Government - Parks & Recreation Department

| | | |
|--|--|--|
| Ms. Glenda Martin-Robinson Senior Recreation Supervisor 547 North Sierra Way San Bernardino, CA 92410-4816 | State Share: \$181,418 Federal Share: \$88,776 First Funded: 1999-2000 | <u>Legislators</u> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Joe Baca CA Sen. Gloria McLeod CA Asm. Wilmer Carter |
| Phone: (909) 384-5332 Fax: (909) 384-5160 | | |
| robinson_gl@ci.san-bernardino.ca.us | | |

Target Audience

- Gender: Male (40%); Female (60%)
- Age: All Ages
- Ethnicity: African American (16%); Asian (4%); Caucasian (32%); Latino (47%); Native American (1%)
- Language: English (80%); Spanish (20%)

Intervention Channels:

Afterschool Programs (11); Faith/Churches (2); Gardens (6); Head Start (1); Parks, Recreation Centers (6); Senior Centers (2)

Narrative Summary:

The mission of the Parks, Recreation and Community Services Department is to create and preserve a diversified system of open spaces and recreation and community services that meets the social and leisure needs and enhances the quality of life for all residents in the city.

The Department has many community centers and programs located in qualifying census tracts, which serve primarily Latino and African American populations. The supervisors, center managers, and recreation coordinators provide nutrition education in collaboration with local partners. The project reaches city residents of all ages through the various programs offered at local community centers, senior centers, Head Start programs, after-school programs and community and faith based organization partners. The department also actively promotes the programs' benefits and successes to the public through the departmental quarterly brochure, billboards, and transit shelter posters.

COUNTY OF SAN BERNARDINO DEPARTMENT OF PUBLIC HEALTH*Local Incentive Awardee: Government - Local Public Health Department*

| | | |
|---|---------------------------------|----------------------------|
| Ms. Jeanne Silberstein, M.P.H., R.D. | State Share: \$942,832 | Legislators |
| Project Coordinator | Federal Share: \$471,416 | U.S. Sen. Dianne Feinstein |
| 351 N Mountain View Avenue 1st Floor | First Funded: 1996 | U.S. Sen. Barbara Boxer |
| San Bernardino, CA 92415-0010 | | U.S. Rep. Joe Baca |
| Phone: (909) 387-6320 | | CA Sen. Gloria McLeod |
| Fax: (909) 387-6899 | | CA Asm. Bill Emmerson |
| jsilberstein@dph.sbcounty.gov | | |

Target Audience

- Gender: Male (30%); Female (70%)
- Age: All Ages
- Ethnicity: African American (40%); Caucasian (20%); Latino (40%)
- Language: English (60%); Spanish (40%)

Intervention Channels:

Community-Based Organizations (1); Faith/Churches (1); Parks, Recreation Centers (1); Public Health Departments (1); Schools (K-12) (3); Universities, Community Colleges (1); Elected Officials (partner) (1); County Office of Education (partner) (1)

Narrative Summary:

San Bernardino County is geographically, culturally, and ethnically diverse. In order to meet the needs of the low-income county residents, the Public Health Department Nutrition Program has developed multifaceted interventions to increase fruit and vegetable consumption and physical activity among Food Stamp Nutrition Education (FSNE) eligible families. Classes and training are conducted with elementary school staff, students, parents, and community members. For example, physical activity and nutrition messages are promoted to the African American community through the incorporation of traditional African culture in the 5 a Day Harvest Dance. Program staff interface with the media by participating on ethnically oriented talk radio to share nutrition messages as well as with local print media by contributing articles for publication. Additional components include the revision of a web site, dissemination of low-cost, healthy eating brochures to low-income callers to the program's toll-free Hotline for Food assistance, and the update and distribution of a Food Assistance Resource Guide. In addition, the Nutrition Program co-coordinates the Inyo, Riverside, and San Bernardino Counties Health Collaborative.

COUNTY OF SAN BERNARDINO DEPARTMENT OF PUBLIC HEALTH Desert Sierra Region

Regional Nutrition Network

| | | |
|---|---|--|
| Ms. Jeanne Silberstein, M.P.H., R.D. Project Coordinator 351 N Mountain View Avenue 1st Floor San Bernardino, CA 92415-0010 Phone: (909) 387-6320 Fax: (909) 387-6899 jsilberstein@dph.sbcounty.gov | Grant Amount: \$1,043,000 First Funded: 2005 | <u>Legislators</u> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Joe Baca CA Sen. Gloria McLeod CA Asm. Bill Emmerson |
|---|---|--|

Target Audience

- Gender: Male (40%); Female (60%)
- Age: All Ages
- Ethnicity: African American (30%); Asian (5%); Caucasian (30%); Latino (30%); Native American (3%); Pacific Islander (2%)
- Language: English (55%); Spanish (45%)

Intervention Channels:

Afterschool Programs (45); Community-Based Organizations (45); Community Clinics (non-government) (6); Community Youth Organizations (86); Faith/Churches (2); Farmers' Markets (8); Food Stamp Offices (1); Grocery Stores (55); Housing Projects (5); PublicHealth Departments (2); Schools (K-12) (45); WIC Sites (20); Worksites (25); Professional Associations (partner) (2)

Narrative Summary:

The Desert Sierra Regional Nutrition Network is:

Maximizing Local Impact – Provides training, coordination and communications support to all Network-funded projects and other stakeholders serving the target population to better promote nutrition, physical activity and federal food assistance programs.

Collaborating for Action – Convenes a Regional Collaborative comprised of a diverse group of organizations, advocates, community leaders, and others with expertise or an interest in nutrition, physical activity, and underserved communities. The collaborative works together to develop region-wide initiatives that empower the target population to create better access to healthier foods in low-income communities. The Worksite Wellness Toolkit is a tangible outcome of the collaborative's endeavors and is promoted within targeted census tracts that meet Food Stamp Nutrition Education (FSNE) guidelines.

Reaching Out – The Children's Power Play! Campaign educates and empowers 9-11 year old low-income children and parents through activities in schools, community youth organizations, farmers' markets, supermarkets, restaurants, and other venues; the Latino Campaign reaches low-income Latino adults through skill-building consumer education at farmers'/flea markets, neighborhood grocery stores, and Latino cultural gatherings; the African American Campaign reaches the low-income African American population through community festivals and neighborhood grocery stores

and coordinates with the faith-based community projects in community health and fitness fairs, farmers' markets, nutrition classes, supermarkets, and media; the Retail Program conducts activities at retail stores in low-income areas to increase promotion of fruits and vegetable and nutrition education; the Be Active! Worksite Program catalyzes the establishment of worksite environments that support fruit and vegetable consumption and physical activity among low-income working adults.

TEMPLE COMMUNITY OUTREACH CENTER

Faith-Based

| | | |
|---|---|--|
| Ms. Loistine Herndon Project Coordinator 1583 West Union Street San Bernardino, CA 92411-2546 Phone: (909) 383-9588 Fax: (909) 383-0438 Templeoutreach@att.net | Grant Amount: \$85,000 First Funded: 2002-2003 | <u>Legislators</u> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Joe Baca CA Sen. Gloria McLeod CA Asm. Wilmer Carter |
|---|---|--|

Target Audience

- Gender: Male (20%); Female (80%)
- Age: 18 to 24 (50%); 25 to 54 (50%)
- Ethnicity: African American (76%); Asian (3%); Caucasian (4%); Latino (11%); mixed race (6%)
- Language: English (100%)

Intervention Channels:

Faith/Churches (2); Food Stamp Offices (1); Grocery Stores (10); Festivals (4)

Narrative Summary:

The African American program at Temple Community Outreach Center uses the American Cancer Society's Body & Soul Program to develop interest and skills in healthy cooking, nutrition, and physical activity among congregants and community residents. They work with partnering churches to enroll 35-40 low-income African American women with children in Body & Soul to receive motivational interviews and self-help materials. These church/community members agree to change their eating habits and attend nutrition education classes and events at the church conducted by the program director and outreach coordinator. They also plan to utilize the media to promote the nutrition and physical activity message through free advertisements and interviews this year. In addition, a goal for this year is to list the calendar of 5 a Day activities on the church's Web site in order to reach more of the target audience. Other 5 a Day activities include establishing relationships with local retailers who serve low-income African Americans. The center wants to encourage retailers to participate in the Retail Program activities, store merchandising and retail food demonstrations, for example. They plan on conducting grocery store tours to expose our target audience to the variety of fruits and vegetables available and to show them different ways to prepare their meals.

Gold Coast Region

San Luis Obispo, Santa Barbara, and Ventura Counties

NETWORK FOR A HEALTHY CALIFORNIA REGIONAL LEAD AGENCY

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Collaborative: www.goldcoastrnn.org/index.htm

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SANTA BARBARA COUNTY PUBLIC HEALTH DEPARTMENT

Local Incentive Awardee: Government - Local Public Health Department

| | | |
|--|--|--|
| Ms. Anne Patterson Project Coordinator 315 Camino del Remedio Santa Barbara, CA 93110-1332 | State Share: \$543,989 Federal Share: \$271,995 First Funded: 2000-2001 | <u>Legislators</u> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Lois Capps CA Sen. Tom McClintock CA Asm. Pedro Nava |
| Phone: (805) 681-5279 Fax: (805) 681-5662 | | |
| anne.patterson@sbcphd.org | | |

Target Audience

- Gender: Male (40%); Female (60%)
- Age: All Ages
- Ethnicity: Caucasian (20%); Latino (80%)
- Language: English (80%); Spanish (20%)

Intervention Channels:

Faith/Churches (1); Food Closets/Pantries/Banks (1); Head Start (1); Housing Projects (1); Schools (K-12) (1)

Narrative Summary:

At La Cumbre Junior High School, the Harvest of the Month materials are used to conduct monthly nutrition education events with students in Science, Art, and homerooms, a food demonstration with teachers, and with parents in the PTA and ELAC (English Language Advisory Committee) meetings.

Through nutrition education, Network-funded activities foster increased availability and demand for fruit and vegetables at the Food Bank in Santa Maria. Local growers have increased their donations of produce. Food Bank client organizations such as Head Start is piloting Latino Campaign nutrition lessons to promote selection and consumption of fresh produce by clients.

Santa Barbara County Public Health Department participates in the Regional Nutrition Network's Gold Coast Collaborative and the County-wide Partners For Fit Youth Coalition to prevent childhood overweight and promote youth fitness.

VENTURA COUNTY PUBLIC HEALTH DEPARTMENT

Local Incentive Awardee: Government - Local Public Health Department

| | | |
|---|--|--|
| Ms. Susan Attaway Public Health Program Coordinator 2323 Knoll Dr #318 Ventura, CA 93003-7307 Phone: (805) 677-5262 Fax: (805) 677-5221 SusanL.Attaway@ventura.org | State Share: \$593,942 Federal Share: \$274,930 First Funded: 1999-2000 | <u>Legislators</u> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Lois Capps CA Sen. Tom McClintock CA Asm. Pedro Nava |
|---|--|--|

Target Audience

- Gender: Male (40%); Female (60%)
- Age: All Ages
- Ethnicity: African American (1%); Asian (2%); Caucasian (10%); Latino (84%); Native American (1%); Pacific Islander (2%)
- Language: English (30%); Spanish (70%)

Intervention Channels:

Community-Based Organizations (10); Community Clinics (non-government) (2); Faith/Churches (5); Head Start (15); Health Care Facilities (non-government) (5); Housing Projects (3); Other Preschools or Daycares (not Head Start) (3); Parks, Recreation Centers (2); Public Health Departments (1); WIC Sites (2); Worksites (5); Neighborhood for Learning Centers (5)

Narrative Summary:

This project implements and evaluates a culturally specific community education and outreach campaign that promotes healthy eating, increased fruit and vegetable consumption and daily physical activity to the recommended levels among Ventura County's Food Stamp Nutrition Education (FSNE) eligible population. This is accomplished by first identifying educational materials appropriate for the target audiences and then distributing them at community outreach events. The activities target primarily Latino households.

Outreach and education activities include: 1) interactive displays on nutrition and physical activity topics at 25-35 community events, 2) 20-25 class series (6 sessions per series) nutrition education workshops on topics of interest to the target audience (classes that include cooking demonstrations, 'cutting fat, salt & sugar', label reading), 3) collaborating with local agencies to encourage good nutrition and physical activity (i.e., qualifying community organizations, school districts, supermarkets, worksites, gyms, parks and recreation departments), and 4) 3-5 media-based nutrition education activities (i.e., radio talk shows, newspaper articles).

The project collaborates with the Regional Nutrition Network, Latino Campaign, Children's Power Play! Campaign, Neighborhood for Learning Agencies, and Women, Infants, and Children (WIC).

VENTURA COUNTY PUBLIC HEALTH DEPARTMENT Gold Coast Region

Regional Nutrition Network

| | | |
|-------------------------------------|--------------------------------|----------------------------|
| Ms. Ramona Armijo-Sloan, MPH | Grant Amount: \$637,000 | <u>Legislators</u> |
| 2323 Knoll Dr Ste 321 | First Funded: 2005 | U.S. Sen. Dianne Feinstein |
| Ventura, CA 93003-7307 | | U.S. Sen. Barbara Boxer |
| Phone: (805) 677-5279 | | U.S. Rep. Lois Capps |
| Fax: (805) 677-5220 | | CA Sen. Tom McClintock |
| ramona.sloan@ventura.org | | CA Asm. Pedro Nava |

Target Audience

- Gender: Male (40%); Female (60%)
- Age: All Ages
- Ethnicity: African American (3%); Asian (1%); Caucasian (25%); Latino (70%); Pacific Islander (1%)
- Language: English (65%); Spanish (35%)

Intervention Channels:

Afterschool Programs (2); Community-Based Organizations (50); Community Clinics (non-government) (9); Community Youth Organizations (10); Faith/Churches (4); Farmers' Markets (3); Food Closets/Pantries/Banks (1); Grocery Stores (55); Head Start (8); Health Care Facilities (non-government) (2); Healthy Start (5); Housing Projects (6); Other Preschools or Daycares (not Head Start) (3); Parks, Recreation Centers (3); Public Health Departments (3); Schools (K-12) (65); Universities, Community Colleges (1); WIC Sites (5); Worksites (20); Neighborhoods for Learning Sites (6)

Narrative Summary:

The Gold Coast Regional Nutrition Network is:

Maximizing Local Impact - Provides training, coordination and communications support that maximizes the impact of all California Nutrition Network-funded projects and other local partners who work on nutrition education and physical activity issues with Food Stamp Nutrition Education (FSNE) eligible families in San Luis Obispo, Santa Barbara, and Ventura Counties.

Collaborating for Action - Maintains and facilitates a pro-active, dynamic Gold Coast Collaborative that plans and implements regional nutrition education initiatives targeting food stamp eligible residents, educating and empowering them to adopt healthy eating and physically active lifestyles. The Collaborative includes individuals, organizations, advocates, community leaders, businesses and others with expertise and interest in nutrition and physical activity in under-served communities.

Reaching Out - The Children's Power Play! Campaign - Educates and empowers low-income children and their parents through activities in schools, community youth organizations, farmers' markets, supermarkets, restaurants, and other venues. The Latino Campaign reaches low-income Latino adults through skill-building consumer education at farmers/flea markets, neighborhood grocery stores, and Latino cultural gatherings. The Be Active! Worksite Program catalyzes the

establishment of worksite environments that support fruit and vegetable consumption and physical activity among low-income working adults.

VENTURA UNIFIED SCHOOL DISTRICT*Local Incentive Awardee: Education - School District***Ms. Sandy VanHouten, R.D., M.S.**

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 Child Nutrition Services
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State Share: \$577,565**Federal Share: \$288,783****First Funded: 2002-2003****Legislators**

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Elton Gallegly

CA Sen. Tom McClintock

CA Asm. Pedro Nava

Target Audience

- Gender: Male (51%); Female (48%)
- Age: All Ages
- Ethnicity: African American (2%); Asian (2%); Caucasian (48%); Latino (38%); Native American (1%); Pacific Islander; Filipino
- Language: English; Spanish

Intervention Channels:

Afterschool Programs (5); Farmers' Markets (1); Gardens (9); Other Preschools or Daycares (not Head Start) (5); Public Health Departments (1); Schools (K-12) (10)

Narrative Summary:

The Healthy Schools Project has a three-part program for nutrition education. The project markets a Farm to School Salad Bar at all elementaries plus DeAnza Middle School. School gardens are a site of nutrition education on seven elementary school campuses. A garden is being developed at DeAnza Middle School for nutrition/garden education for the after-school program. A teaching/demonstration garden is being developed at the school district office. A Farmers' Market and Farmer in the Classroom program teaches children how fruits and vegetables grow and the importance of agriculture in Ventura County. The nutrition education program includes Harvest of the Month taste testing in the classroom, cooking in the classroom, nutrition lessons in the classroom, parent education for Spanish-speaking parents, articles in PTA/PTO newsletters, teacher in-service training for both nutrition and garden/nutrition education, a Jr. Chef program in five after-school programs, a quarterly Nutrition Connection newsletter for teachers, Nutrition Action Committees at two elementary schools and DeAnza Middle School, participation in Health Fairs, and other family nutrition/garden/health events at school sites.

Gold Country Region

Alpine, Amador, Calaveras, El Dorado, Mono, Placer, Sacramento,
San Joaquin, Solano, Stanislaus, Sutter, Tuolumne, Yolo, and Yuba Counties

NETWORK FOR A HEALTHY CALIFORNIA REGIONAL LEAD AGENCY

Project Director

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Region: www.healtheducouncil.org/gcnn/index.html
Collaborative: www.healtheducouncil.org/gcnn/healthhome.html

Children's Power Play! Campaign Coordinator

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African American Campaign Coordinator

Denise Chapel
Health Education Council
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Worksite Program Coordinator

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Physical Activity Specialist

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CALIFORNIA RURAL INDIAN HEALTH BOARD, INC.*Local Incentive Awardee: Indian Tribal Organizations*

Ms. Stacey Kennedy, M.S., R.D.
 Deputy Director, Family &
 Community Health Services
 4400 Auburn Boulevard 2nd Floor
 Sacramento, CA 95841-4129

Phone: (916) 929-9761

Fax: (916) 929-7246

stacey.kennedy@carihb.net

State Share: \$434,754

Federal Share: \$216,420

First Funded: 1998-1999

Legislators

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Dan Lungren

CA Sen. Dave Cox

CA Asm. Roger Niello

Target Audience

- Gender: Male (45%); Female (55%)
- Age: Under 5 (20%); 5 to 8 (5%); 9 to 11 (10%); 12 to 17 (10%); 18 to 24 (15%); 25 to 54 (20%); 55 to 64 (20%)
- Ethnicity: Caucasian (5%); Latino (10%); Native American (85%)
- Language: English (95%); Spanish (5%)

Intervention Channels:

Afterschool Programs (3); Head Start (4); Indian Tribal Organizations (8); WIC Sites (1)

Narrative Summary:

The California Rural Indian Health Board, Inc. (CRIHB), is sanctioned by Tribal governments and Indian controlled. Currently there are thirty-one tribes who have established a resolution with CRIHB for the delivery of health care services at eleven different health clinics in California. As part of these services CRIHB provides culturally appropriate health promotion and nutrition education to Food Stamp Nutrition Education (FSNE) eligible tribal communities. The California Rural Indian Health Board and two subcontracting sites (Sonoma County Indian Health Project & Shingle Springs Tribal Health) work to promote the consumption of the recommended amount of fruits and vegetables among rural American Indian families. CRIHB will provide annual training to all Head Start teachers on nutrition and teaching nutrition in the classroom and conduct childhood feeding presentations for 50 American Indian parents. The CRIHB nutritionist will consult with the Traditional Health Advisory Committee to distribute and educate FSNE providers on how to use the "California Foodway Traditional Times" Native Foods Circle with the FSNE eligible population. This resource focuses on the nutritional benefits of traditional foods and how foodways have changed. The aim is to use this resource to return to healthful eating practices among the Native American FSNE eligible population. Nutrition information also will be disseminated to the FSNE eligible community via the website and the department family and community newsletter.

COMMUNITY ALLIANCE WITH FAMILY FARMERS

Local Food and Nutrition Education

| | | |
|---|---|---|
| Ms. Anya Fernald Program Director PO Box 363 Davis, CA 95617 Phone: (530) 756-8518 Fax: (530) 756-7857 anya@caff.org | Grant Amount: \$84,587 Contract Duration: 2006-2009 First Funded: 2006 | <u>Legislators</u> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Mike Thompson CA Sen. Michael Machado CA Asm. Lois Wolk |
|---|---|---|

Target Audience

- Gender: Male (51%); Female (48%)
- Age: 5 to 8 (50%); 9 to 11 (40%); 12 to 17 (10%)
- Ethnicity: African American (2%); Asian (3%); Caucasian (71%); Latino (10%); Native American (13%); Pacific Islander (1%); i
- Language: English (88%); Hmong (2%); Spanish (10%)

Intervention Channels:

Gardens (30); Private Homes (10); Schools (K-12) (30); Arcata Educational farm garden enhanced nutrition education (1)

Narrative Summary:

Encouraging and supporting school gardens creates opportunities for children to discover fresh food, make healthier food choices, and become better nourished. Humboldt County School Garden Network planning committee addresses how to better meet the needs of low-resource school teachers who enhance nutrition education through school gardens. An initial assessment focusing on school garden use, needs, and training/fieldtrip interest will be conducted to inform nutrition education program planning. In addition, an underutilized community asset - the Arcata Educational Farm - will be used for garden enhanced nutrition education.

The main goal for this program is to increase Humboldt County low-resource students' fruit and vegetable consumption through garden-enhanced nutrition education. The identified objectives provide hands-on, educational opportunities to low-resource schools with a focus on fruits and vegetables. The project will assess the needs of low-resource school teachers for increasing garden enhanced nutrition education; collaborate with partners to utilize the Arcata Educational Farm as a nutrition education site for both teachers and K-8 students; and promote both school and home garden use through nutrition education.

COMMUNITY SERVICES PLANNING COUNCIL, INC. Sacramento Hunger Commission

Local Food and Nutrition Education

| | | |
|--|---|---|
| Ms. Melissa Ortiz-Gray Program Associate 909 12th Street Suite 200 Sacramento, CA 95814-2942 Phone: (916) 447-7063 Fax: (916) 447-7052 Mortiz-gray@communitycouncil.org | Grant Amount: \$49,887 Contract Duration: 2003-2008 First Funded: 2000 | <u>Legislators</u> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Doris Matsui CA Sen. Darrell Steinberg CA Asm. Dave Jones |
|--|---|---|

Target Audience

- Gender: Male (50%); Female (50%)
- Age: All Ages
- Ethnicity: African American (11%); Asian (68%); Caucasian (15%); Latino (5%); Other (5%)
- Language: Arabic; Cantonese; English; Hmong; Spanish; Vietnamese; Mien

Intervention Channels:

Afterschool Programs (1); Food Closets/Pantries/Banks (1); Head Start (1); Housing Projects (3)

Narrative Summary:

An edible landscaping project in an affordable housing complex can simultaneously address three of the greatest barriers that low-income public-housing residents face in trying to eat nutritiously: lack of access to healthy food, lack of resources to buy food, and lack of knowledge about nutrition and food preparation. Edible landscaping, dependent as it is on resident involvement, has the potential to enhance a sense of community. This Edible Landscaping Project (ELP) at Kennedy Estates employs a unique approach to nutrition education in a low-income housing setting by using the edible landscape to teach residents about good nutrition. The ELP has over a dozen different kinds of fruit trees and vegetables planted on the property, and provides the foundation for the Head Start and After-school program nutrition curricula, which will be shared with teachers, tutors, and other staff. The Community Services Planning Council (CSPC) will continue to provide support for such resident- and community-led activities as the Resident Advisory Committee and Healthy Eating Workshops, and other education related to the edible landscape. CSPC/Hunger Coalition will continue to facilitate the implementation of the edible landscape model at other affordable housing sites in the Sacramento region by providing training, advice, and technical assistance, and by distributing a revised Edible Landscaping Toolkit and Edible Landscape section of the Hunger Coalition website, and will provide nutrition education at a local food closet's ELP.

ELK GROVE UNIFIED SCHOOL DISTRICT*Local Incentive Awardee: Education - School District***Ms. Anne Gaffney, R.D., S.F.N.S.**

Nutrition Specialist

8389 Gerber Road

Sacramento, CA 95828-4528

Phone: (916) 686-7735

Fax: (916) 689-1563

agaffney@egusd.net

State Share: \$591,956**Federal Share: \$295,978****First Funded: 2002-2003****Legislators**

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Doris Matsui

CA Sen. Darrell Steinberg

CA Asm. Alan Nakanishi

Target Audience

- Gender: Male (52%); Female (48%)
- Age: 5 to 8 (38%); 9 to 11 (20%); 12 to 17 (32%); 18 to 24 (2%); 25 to 54 (8%)
- Ethnicity: African American (19%); Asian (19%); Caucasian (32%); Latino (20%); Native American (1%); Pacific Islander (2%); Filipino (6%); did not respond (1%)
- Language: Cantonese (2%); English (72%); Hmong (3%); Mandarin (1%); Spanish (12%); Tagalog (1%); Vietnamese (4%); Punjabi (1%); Hindi (1%)

Intervention Channels:

Afterschool Programs (12); Schools (K-12) (16)

Narrative Summary:

The Food and Nutrition Services Department (FNS) has made nutrition education a priority through its participation in the Shaping Health As Partners in Education (SHAPE) program for 13 years. With funding through the California Nutrition Network, 11,200 elementary and 6,900 secondary FSNE eligible students are reached with nutrition education enrichment lessons and activities, which focus on promoting lifelong healthy eating habits and physical activity. Reaching parents of elementary students is accomplished through after school events, parent newsletters and information on the classroom nutrition activities in which the students participated.

The program is aimed at improving the health and academic success of students through monthly nutrition and physical activity lessons and marketing provided to students through the classroom, cafeteria and school-wide events. Annual workshops for teachers are a key element to improving the quality and quantity of nutrition lessons taught in the classroom. There are over 500 teachers providing Harvest of the Month activities, which includes students tasting a different fruit or vegetable each month, while learning about the importance of eating a variety of fruits and vegetables daily. Field trips, physical activity promotions, staff development, nutrition events and parent workshops all are connected to topics or themes presented in the classroom.

Secondary students are involved in Nutrition Advisory Councils (NAC) to promote nutrition and physical activity among their peers. Through the leadership of the Nutrition Project Teacher, students in the NAC conduct lunchtime nutrition promotions, write articles for their school newspaper and website, and help promote peer strategies for improving the school nutrition environment.

FOOD BANK OF YOLO COUNTY

Local Food and Nutrition Education

| | | |
|---|---|---|
| Mr. Jose Martinez Executive Director 1244 Fortna Ave. Woodland, CA 95776-5905 Phone: (530) 668-0690 Fax: (530) 668-8530 josem@foodbankyc.org | Grant Amount: \$52,475 Contract Duration: 2003-2008 First Funded: 2004 | <u>Legislators</u> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Mike Thompson CA Sen. Michael Machado CA Asm. Lois Wolk |
|---|---|---|

Target Audience

- Gender: Male (2%); Female (98%)
- Age: All Ages
- Ethnicity: African American (1%); Asian (5%); Caucasian (8%); Latino (86%)
- Language: Arabic (1%); English (5%); Korean (1%); Mandarin (4%); Russian (3%); Spanish (86%)

Intervention Channels:

Community-Based Organizations (2); Farmers' Markets (1); Head Start (3); Housing Projects (5); Other Preschools or Daycares (not Head Start) (3)

Narrative Summary:

The Food Bank of Yolo County's Nutrition Education Program is paired with an independently funded partner, Moveable Market Program, and the weekly Capay Valley Farmers' Market for targeted nutrition education, physical activity promotion, and food stamp promotion at local farmers' markets to FSNE-eligible families throughout the county. The unique aspect of this program is that the nutrition education is provided in conjunction with the distribution and sales of fresh fruits and vegetables, so that participants and customers have the opportunity to immediately put into practice what they have learned by preparing and eating fresh produce in the home. The program is countywide and reaches many of the same individuals and families month after month to reinforce the messages about healthy eating and regular physical activity to parents and children. Participants are provided with easy-to-prepare culturally-appropriate recipes, cooking demonstrations, taste testing, and tips on increasing physical activity. The program also aims to provide information about the Food Stamp Program to 600-800 individuals during the contract period.

HEALTH EDUCATION COUNCIL

Local Food and Nutrition Education

| | | |
|---|---|---|
| Ms. Melissa Guajardo, M.P.H. Program Director 3950 Industrial Blvd Suite 600 West Sacramento, CA 95691-6509 Phone: (916) 556-3344 Fax: (916) 446-0427 melissa@healtheducouncil.org | Grant Amount: \$50,000 Contract Duration: 2003-2008 First Funded: 2003 | <u>Legislators</u> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Mike Thompson CA Sen. Michael Machado CA Asm. Lois Wolk |
|---|---|---|

Target Audience

- Gender: Male (25%); Female (75%)
- Age: All Ages
- Ethnicity: African American (35%); Asian (50%); Caucasian (10%); Latino (5%)
- Language: English (55%); Hmong (30%); Lao (5%); Russian (5%); Spanish (5%)

Intervention Channels:

Community-Based Organizations (5); Farmers' Markets (1); Food Stamp Offices (1); Head Start (1); Housing Projects (2); Parks, Recreation Centers (1); WIC Sites (1)

Narrative Summary:

The Food Education Equity and Diversity (FEED) project supports the Del Paso Heights Community Farmers' Market with nutrition education, cooking demonstrations, cooking classes and the promotion of purchasing fruits and vegetables from the market (the only place to consistently purchase fresh, culturally appropriate produce in the neighborhood).

The FEED Project provides training to the six farmers' market vendors who live and grow their produce in the Del Paso Heights Community. The trainings are focused on the nutritional value of the products and how to educate customers about the produce. The project also provides support for the market through direct marketing materials mailed out to residents in the qualifying census tracts closest to the market with messages about consuming a variety of fruits and vegetables and promoting the market as the place to purchase fresh produce.

The FEED Coalition is a group of community residents and agency staff who provide direction and support for the nutrition education and the farmers market in Del Paso Heights.

HEALTH EDUCATION COUNCIL Gold Country Region

Regional Nutrition Network

Ms. Melissa Guajardo, M.P.H.
Program Director
3950 Industrial Blvd Suite 600
West Sacramento, CA 95691-6509

Phone: (916) 556-3344
Fax: (916) 446-0427
melissa@healtheducouncil.org

Grant Amount: \$1,018,000

First Funded: 2005

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Mike Thompson
CA Sen. Michael Machado
CA Asm. Lois Wolk

Target Audience

- Gender: Male (25%); Female (75%)
- Age: All Ages
- Ethnicity: African American (25%); Asian (10%); Caucasian (40%); Latino (25%)
- Language: English (75%); Hmong (5%); Spanish (20%)

Intervention Channels:

Community-Based Organizations (30); Community Clinics (non-government) (20); Community Youth Organizations (30); Farmers' Markets (15); Food Closets/Pantries/Banks (2); Food Stamp Offices (3); Gardens (10); Grocery Stores (95); Health Care Facilities (non-government) (40); Housing Projects (5); Parks, Recreation Centers (20); Schools (K-12) (75); WIC Sites (5); Worksites (20)

Narrative Summary:

The Gold Country Regional Nutrition Network is:

Maximizing Local Impact – Provides training, coordination and communications support to all Network funded projects and other stakeholders serving the target population to better promote nutrition, physical activity and federal food assistance programs.

Collaborating for Action – Convenes a Regional Collaborative – organizations, advocates, community leaders, and others with expertise in nutrition, physical activity, and under-served communities -- to develop region-wide initiatives that empower the target population to create better access to healthier foods in low income communities.

Reaching Out - The Children's Power Play! Campaign educates and empowers low-income children and parents through activities in schools, community youth organizations, farmers' markets, supermarkets, restaurants, and other venues. The Latino Campaign reaches low-income Latino adults through skill-building consumer education at farmers'/flea markets, neighborhood grocery stores, and Latino cultural gatherings. The African American Campaign reaches the low-income African American population through festivals and neighborhood grocery stores and coordinates with the faith-based community projects in community health and fitness fairs, farmers' markets, nutrition classes, supermarkets, and media. The Retail Program conducts activities at retail stores in low-income areas to increase promotion of fruits and vegetable and nutrition education. The Be Active! Worksite Program catalyzes the establishment of worksite environments

that support fruit and vegetable consumption and physical activity among low-income working adults.

NEW DIRECTION CHRISTIAN CENTER*Faith-Based***Ms. Sherry Groce**

6524 44th Street Ste 208
Sacramento, CA 95823

Phone: (916) 391-9900

Fax: (916) 391-9926

sherry_groce@yahoo.com

Grant Amount: \$85,000

First Funded: 2002-2003

Legislators

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Doris Matsui

CA Sen. Darrell Steinberg

CA Asm. Dave Jones

Target Audience

- Gender: Male (25%); Female (75%)
- Age: 18 to 24; 25 to 54
- Ethnicity: African American
- Language: English

Intervention Channels:

Community-Based Organizations (4); Faith/Churches (3); Food Stamp Offices (1); Grocery Stores (1); Parks, Recreation Centers (3)

Narrative Summary:

Greater St Stephen Baptist Church's (GSSBC) health ministry, "Eating for Life," targets FSNE eligible African American women with children to increase their consumption of fruits and vegetables and daily physical activity. GSSBC conducts nutrition education classes, physical activity promotion activities and implements the American Cancer Society's 'Body & Soul Program' in local churches. The program also works to reinforce healthy behaviors through local partnerships with grocers and community partners.

PLACER COUNTY DEPARTMENT OF HEALTH AND HUMAN SERVICES*Local Incentive Awardee: Government - Local Public Health Department*

| | | |
|---|---|---|
| Ms. Mary Jo Sweeney 11484 B Street Auburn, CA 95603-2603 Phone: (530) 889-7144 Fax: (530) 889-7198 msweeney@placer.ca.gov | State Share: \$115,657 Federal Share: \$57,353 First Funded: 2000-2001 | <u>Legislators</u> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. John T. Doolittle CA Sen. Dave Cox CA Asm. Ted Gaines |
|---|---|---|

Target Audience

- Gender: Male (30%); Female (70%)
- Age: All Ages
- Ethnicity: African American (1%); Asian (3%); Caucasian (82%); Latino (10%); Native American (2%); Ukranian Russian, Chinese (2%)
- Language: English (88%); Spanish (11%); Russian, Mexican-Indian (1%)

Intervention Channels:

Afterschool Programs (1); Community-Based Organizations (4); Head Start (1); WIC Sites (4)

Narrative Summary:

Placer County Health and Human Services, Community Health (CH) provides a wide range of services including nutrition education activities through WIC, California Nutrition Network, and collaborative efforts.

Countywide, WIC serves 3200 women, infants and children monthly at 4 sites in the county's areas of highest need: North Auburn, Central Roseville, Lincoln, and Kings Beach. Food Stamp Nutrition Education (FSNE) funds provide enhanced services to WIC participants through cooking classes that utilize various methods to prepare and cook nutritious, low-cost foods.

Throughout the county, Nutrition Network staff participate in health fairs and offer a variety of community based nutrition classes both in English and Spanish for the FSNE eligible population. The classes focus on and reinforce the goals of promoting healthy lifestyles by encouraging the consumption of the recommended amounts of colorful fruits and vegetables and promoting increased physical activity. "Comenzando bien," or "Nutrition in Pregnancy", classes encourage fruit and vegetable consumption for the pregnant Hispanic population.

CH collaborates with other programs and partners serving eligible target populations (i.e. Head Start, CalWorks, Family Resource Centers and U.C. Cooperative Extension) to enhance the delivery of nutrition education messages and broaden the scope of nutrition education and physical activity promotion.

SACRAMENTO COUNTY DEPARTMENT OF HEALTH AND HUMAN SERVICES

Clinic Services

Local Incentive Awardee: Government - Local Public Health Department

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|---------------------------|-----------------------|------------------|----------------------------|
| Ms. Kathy Abbott | State Share: | \$681,019 | <u>Legislators</u> |
| Program Coordinator | Federal Share: | \$340,510 | U.S. Sen. Dianne Feinstein |
| Clinic Services | First Funded: | 1999-2000 | U.S. Sen. Barbara Boxer |
| 4600 Broadway Ste 2200 | | | U.S. Rep. Doris Matsui |
| Sacramento, CA 95820-1527 | | | CA Sen. Darrell Steinberg |
| | | | CA Asm. Dave Jones |
| Phone: (916) 874-1616 | | | |
| Fax: (916) 874-9218 | | | |
| abbottk@sacounty.net | | | |

Target Audience

- Gender: Male (50%); Female (50%)
- Age: All Ages
- Ethnicity: African American (20%); Asian (15%); Caucasian (20%); Latino (20%); Native American (5%); Pacific Islander (15%); Russian (5%)
- Language: English (75%); Hmong (5%); Russian (5%); Spanish (15%)

Intervention Channels:

Afterschool Programs (2); Community-Based Organizations (3); Community Youth Organizations (1); Faith/Churches (1); Farmers' Markets (1); Food Closets/Pantries/Banks (1); Food Stamp Offices (3); Grocery Stores (2); Housing Projects (2); Indian Tribal Organizations (1); Parks, Recreation Centers (2); Public Health Departments (1); Schools (K-12) (2); Public Health Clinic (9); On-site classroom (1)

Narrative Summary:

Sacramento County Department of Health and Human Services agency will participate in community activities and provide nutrition education and physical activity promotion to multi-ethnic Food Stamp Nutrition Education (FSNE) eligible residents.

The agency will provide both in-house and community nutrition education workshops promoting the consumption of colorful fruits and vegetables and daily physical activity. These workshops are culturally appropriate and include information on preparing low cost healthy meals, emphasizing fruits and vegetables. The agency also will reach FSNE eligibles by partnering with community-based organizations, faith based and local health department offices to promote healthy eating and physical activity. The agency also plans to use grocery stores in qualifying census tracts to feature 5 a Day Retail materials as an education tool and as a means to help individuals shop for healthy low cost meals. With partnering agencies, nutrition education and cooking demonstrations will be conducted at both in-house workshops and various community events.

The agency will continue to partner with the Healthy Eating Active Living (HEAL) collaborative and support nutrition activities and events in qualifying census tracts to promote nutrition education to the FSNE eligible population and provide ideas for improving access to healthy foods.

SAN JOAQUIN COUNTY PUBLIC HEALTH SERVICES

Local Incentive Awardee: Government - Local Public Health Department

| | | |
|---|--|--|
| Mr. Roberto Alaniz, M.P.H. Deputy Director, Administration and Health Promotion 1601 East Hazelton Avenue Stockton, CA 95205-6229 Phone: (209) 468-3410 Fax: (209) 468-3823 ralaniz@sjcphs.com | State Share: \$90,670 Federal Share: \$45,334 First Funded: 1998-1999 | <u>Legislators</u> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Dennis Cardoza CA Sen. Michael Machado CA Asm. Cathleen Galgiani |
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Target Audience

- Gender: Male (35%); Female (65%)
- Age: All Ages
- Ethnicity: African American (20%); Asian (10%); Caucasian (20%); Latino (35%); Pacific Islander (10%); Other (5%)
- Language: English (40%); Hmong (5%); Khmer (5%); Lao (5%); Spanish (35%); Tagalog (10%)

Intervention Channels:

Community-Based Organizations (2); Faith/Churches (2); Food Closets/Pantries/Banks (1); Head Start (5); Housing Projects (1); Parks, Recreation Centers (2); Public Health Departments (1); Schools (K-12) (4)

Narrative Summary:

San Joaquin County Public Health Services is a local health department within the Health Care Services Agency, serving the Food Stamp Nutrition Education (FSNE) eligible residents within the county jurisdiction. Nutrition education and promotion interventions are population-based, reaching communities, schools, and individuals facing the greatest health risks.

The California Nutrition Network project in San Joaquin County will link with the schools and partnering agencies such as the Healthy Children's Collaborative and Asian Pacific Self-Development & Residential Association (APSARA) to enhance community, schools, and public health FSNE efforts for improving the eating and physical activity behaviors of the FSNE eligible residents especially at the neighborhood level. The Collaborative members include FSNE eligible residents from the qualifying census tracts of North and South Stockton. The project features Harvest of the Month, nutrition education, cooking demonstrations, neighborhood events, and school events such as Nutrition Olympics and Walk to School events incorporating nutrition activities.

SOLANO COUNTY HEALTH AND SOCIAL SERVICES DEPARTMENT

Local Incentive Awardee: Government - Local Public Health Department

| | | |
|---|--|---|
| Ms. Denise Kirnig, M.S., R.D. Nutrition Services Manager 275 Beck Avenue MS-5-240 Fairfield, CA 94533-6804 Phone: (707) 784-8131 Fax: (707) 421-6385 ddkirnig@solanocounty.com | State Share: \$527,125 Federal Share: \$263,562 First Funded: 1998-1999 | <u>Legislators</u> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Ellen O. Tauscher CA Sen. Michael Machado CA Asm. Lois Wolk |
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Target Audience

- Gender: Male (20%); Female (80%)
- Age: Under 5 (5%); 18 to 24 (45%); 25 to 54 (50%)
- Ethnicity: African American (20%); Asian (5%); Caucasian (40%); Latino (35%)
- Language: English (75%); Spanish (25%)

Intervention Channels:

Food Closets/Pantries/Banks (4); Food Stamp Offices (4); Public Health Departments (2); WIC Sites (12)

Narrative Summary:

The Solano County Health and Social Services Nutrition Services Program provides community nutrition education for the county in geographically based teams for households at or below 185 percent of the Federal Poverty Level. The Nutrition Services Program includes the WIC Program, Breastfeeding Promotion and Support Projects, Clinical Nutrition Unit, the Substance Abuse Nutrition Program and Solano Nutrition Network Project. The Nutrition Services Program collaborates with the Food and Nutrition Network of Solano County and the WIC Breastfeeding workgroup and support group. A county-wide Healthy Eating, Active Living (HEAL) campaign which includes newsletters, bulletin boards, nutrition events, recipe taste testing and recipe bulletin boards for food stamp eligible clients in Solano County residents has been implemented and will be expanded. The HEAL campaign emphasizes healthy and easy ways to prepare recipes using seasonal fruits and vegetables and promoting physical activity. The message changes four times a year and the materials are used in WIC offices, Public Health Departments, Food Stamp offices, and food pantry sites. Focus groups will be used to evaluate the targeted nutrition message of the HEAL campaign. Staff that work in programs that serve food stamp eligible clients will be trained on the HEAL campaign and ways to provide information on healthy eating and active living messages to the FSNE eligible population.

STANISLAUS COUNTY HEALTH SERVICES AGENCY*Local Incentive Awardee: Government - Local Public Health Department*

| | | |
|--|--|---|
| Ms. Rocio Huerta Health Educator PO Box 3271 Modesto, CA 95353-3271 Phone: (209) 558-7150 Fax: (209) 558-7538 rhuerta@schsa.org | State Share: \$415,562 Federal Share: \$207,781 First Funded: 1999-2000 | <u>Legislators</u> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Dennis Cardoza CA Sen. Jeffery Denham CA Asm. Tom Berryhill |
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Target Audience

- Gender: Male (15%); Female (85%)
- Age: All Ages
- Ethnicity: African American (5%); Caucasian (15%); Latino (80%)
- Language: English (30%); Spanish (70%)

Intervention Channels:

Afterschool Programs (5); Community-Based Organizations (3); Faith/Churches (3); Farmers' Markets (2); Food Stamp Offices (2); Head Start (10); Healthy Start (7); Other Preschools or Daycares (not Head Start) (3); Public Health Departments (1); Schools (K-12) (49); Senior Centers (5); WIC Sites (2)

Narrative Summary:

The Stanislaus County Health Services Agency through community outreach workers will target Food Stamp Nutrition Education (FSNE) eligible residents throughout Stanislaus County. Bilingual community outreach workers will conduct nutrition education activities in collaboration with many different community partners in an effort to encourage more physical activity, better eating habits, and increased consumption of fruits and vegetables.

The program staff will continue to provide community presentations at sites such as churches, health fairs, Farmers' Markets, community organizations, after school programs, low resource schools, senior health centers, and swap meets. Presentations, through food demonstrations and nutrition classes, encourage the audience to eat better on a daily basis. In addition, a social marketing campaign will be implemented using the California Nutrition Network's campaign materials. The placement of materials will be coordinated with the State's campaign to market nutrition messages and nutrition education events to FSNE eligible Hispanic women who are mothers or care providers for children ages 0-18.

The Health Services Agency also will continue to facilitate the local Nutrition and Fitness Council to share best practices and trainings for community partners serving the FSNE eligible population to enhance the delivery of FSNE in Stanislaus County.

YOLO COUNTY HEALTH DEPARTMENT

Local Incentive Awardee: Government - Local Public Health Department

| | | |
|---|--|---|
| Ms. Maryfrances Collins, MSW Health Education Coordinator 120 W Main St Ste F Woodland, CA 95695-2998 Phone: (530) 666-8662 Fax: (530) 666-3984 Maryfrances.Collins@yolocounty.org | State Share: \$246,054 Federal Share: \$122,576 First Funded: 2001-2002 | <u>Legislators</u> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Mike Thompson CA Sen. Michael Machado CA Asm. Lois Wolk |
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Target Audience

- Gender: Male (10%); Female (90%)
- Age: All Ages
- Ethnicity: Caucasian (30%); Latino (70%)
- Language: English (30%); Spanish (70%)

Intervention Channels:

Afterschool Programs (2); Head Start (2); Healthy Start (2); Housing Projects (2); Other Preschools or Daycares (not Head Start) (2); Parks, Recreation Centers (4); Schools (K-12) (9); WIC Sites (2); Health Fairs (4); Migrant Camps (2)

Narrative Summary:

Yolo County lies in the fertile agricultural territories bounded by the Sacramento River and the Coast Range. Its primary industry is agricultural, including farming, processing and distribution. According to U. S. 2000 Census data, the County is 68 percent White and 26 percent Hispanic/Latino, 39 percent of whom fall below the Federal Poverty Level (FPL).

The Yolo County Health Department will provide nutrition education that includes the promotion of physical activity to Food Stamp Nutrition Education (FSNE) eligible preschoolers, their parents and teachers, elementary and middle school students, and teen parents. Bilingual Outreach Specialists provide cooking workshops to FSNE eligible parents and children in tandem, in both elementary schools and migrant camps. Preschool teachers integrate nutrition education into their curriculum, while teen parents learn to make healthy choices and increase their physical activity. In collaboration with FSNE eligible schools, the project will address the specific nutrition educational needs of children in Yolo County. Activities provide nutrition with physical fitness education, cooking demonstrations and taste testing to the FSNE eligible population throughout the county. Through venues such as migrant camps, schools, adult education classes and health fairs, the project addresses the nutrition issues of FSNE eligible families of Yolo County.

Los Angeles Region

Los Angeles County

NETWORK FOR A HEALTHY CALIFORNIA REGIONAL LEAD AGENCY

Project Director

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Worksite Program Coordinator

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Physical Activity Specialist

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ABC UNIFIED SCHOOL DISTRICT*Local Incentive Awardee: Education - School District*

Ms. Dipa Shah, M.P.H.
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 Cerritos, CA 90703

Phone: (562) 926-5566
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State Share: \$767,888

Federal Share: \$383,397

First Funded: 2002-2003

Legislators

U.S. Sen. Dianne Feinstein
 U.S. Sen. Barbara Boxer
 U.S. Rep. Linda T. Sanchez
 CA Sen. Alan Lowenthal
 CA Asm. Tony Mendoza

Target Audience

- Gender: Male (49%); Female (51%)
- Age: Under 5 (5%); 5 to 8 (35%); 9 to 11 (30%); 12 to 17 (10%); 18 to 24 (2%); 25 to 54 (15%); 55 to 64 (2%)
- Ethnicity: African American (9%); Asian (7%); Caucasian (7%); Latino (70%); Pacific Islander (6%)
- Language: English (80%); Spanish (20%)

Intervention Channels:

Other Preschools or Daycares (not Head Start) (6); Schools (K-12) (11); WIC Sites (1)

Narrative Summary:

The key goal of ABC Unified School District's Nutrition Network is to promote the daily consumption of the recommended amounts of fruits and vegetables as well as to engage in at least 60 minutes/30 minutes of physical activity per day for children/adults. The project continues to implement various programs such as Harvest of the Month, classroom nutrition and physical activity clubs, and provide nutrition education for students through existing materials and curricula. In addition, there is a strong emphasis on building self-efficacy among middle and high school students to prepare healthy snacks and meals that incorporate fruits and vegetables. The contractor continues to train teachers innovative ways to link nutrition education to California Content Standards through materials provided from the Dairy Council of California, MyPramid.gov, and the Power Play! Campaign.

ALHAMBRA UNIFIED SCHOOL DISTRICT*Local Incentive Awardee: Education - School District*

| | | |
|--|--|--|
| Ms. Judy Huffaker Nutrition Education Specialist 15 West Alhambra Road Alhambra, CA 91801-2435 | State Share: \$1,136,398 Federal Share: \$568,199 First Funded: 2001-2002 | <u>Legislators</u> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Adam Schiff CA Sen. Gil Cedillo CA Asm. Mike Eng |
| Phone: (626) 308-2501 Fax: (626) 308-2219 huffaker_judy@alhambra.k12.ca.us | | |

Target Audience

- Gender: Male (48%); Female (52%)
- Age: All Ages
- Ethnicity: African American; Asian (51%); Caucasian (6%); Latino (40%); Native American; Pacific Islander; Filipino
- Language: Arabic; Cantonese (25%); English (34%); Korean; Mandarin (8%); Spanish (18%); Tagalog; Vietnamese (5%); Indonesian (0.4%); Japanese; Various Asian dialects (7%)

Intervention Channels:

Afterschool Programs (1); Other Preschools or Daycares (not Head Start) (7); Schools (K-12) (17)

Narrative Summary:

Alhambra Unified School District, located in Los Angeles County, California, services more than 13,000 students, and their families, from pre-kindergarten through 12th grade. The Contractor provides both students and adults with opportunities to make healthy eating choices and increase their physical activity. Nutrition education for students utilizes cooking in the classroom with hands-on preparation and sampling of healthy snacks; integration into math, language arts, and social studies; Harvest of the Month classroom activities and taste testing; development of student leadership through Nutrition Advisory Councils; introduction of careers, nutrition education, and preparation of healthy foods utilizing local chefs; nutrition-based creative writing and art contests, animated nutrition messages, and development of nutrition-related murals; and integration of nutrition education with school gardens to increase awareness of both nutrition and agriculture. Physical activity promotion, as a component of nutrition education activities, utilizes programs such as SPARK. Evaluation of these interventions (impact evaluation) measures changes in fruit and vegetable consumption and introduction of fruit and vegetable alternatives at school fundraisers. Student nutrition education is supported and reinforced through teacher training and parent nutrition education. Teacher trainings develop skills and knowledge related to nutrition and physical activity, as well as strategies for integration of nutrition into the core curriculum. Parent nutrition education focuses on making healthy choices and the benefits of preparing and consuming fruits and vegetables. As an active member of the Los Angeles Collaborative for Healthy Active Children, this Contractor participates with regional partners to promote the consumption of fruits and vegetables through regional, state, and national program promotions.

ALONDRA CHURCH OF CHRIST*Faith-Based***Ms. Brenda Payne**

Project Director
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temple@alondracoc.org

Grant Amount: \$85,000

First Funded: 1999-2000

Legislators

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

CA Sen. Edward Vincent

CA Asm. Mervyn Dymally

Target Audience

- Gender: Male (20%); Female (80%)
- Age: 12 to 17 (4%); 18 to 24 (11%); 25 to 54 (69%); 55 to 64 (16%)
- Ethnicity: African American (76%); Asian (3%); Caucasian (4%); Latino (11%); mixed race (6%)
- Language: English

Intervention Channels:

Community-Based Organizations (4); Faith/Churches (2); Grocery Stores (10); Parks, Recreation Centers (1); Universities, Community Colleges (1); Festivals (4)

Narrative Summary:

The African American Campaign at Alondra Church of Christ's Tending to the Temple program has been successful in providing nutrition and health education to low-income African American women. This is accomplished through partnerships with community agencies whose primary clientele is the target population, participating in community events/festivals, and working with an existing health coalition. Tending to the Temple reached the church community by implementing the Body & Soul Program, which offered educational seminars focusing on nutrition and health-related topics. Many people in the faith community are reached through a weekly church bulletin article focusing on nutrition, physical activity, and health-related topics. Community members outside of the church are also exposed to the Campaign through community activities (festivals/fairs) and a series of nutrition classes offered at local community agencies that cater to low-income African American women.

BAPTIST MINISTERS CONFERENCE*Faith-Based***Dr. Elaine Williams, Ph.D., R.D.**Nutrition Coordinator
10843 Kenney Street
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Fax: (562) 864-1284

NewCovbaptist@aol.com

Grant Amount: \$85,000**First Funded: 2004-2005****Legislators**U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Grace F. Napolitano
CA Sen. Ronald Calderon
CA Asm. Tony Mendoza**Target Audience**

- Gender: Male (20%); Female (80%)
- Age: Under 5 (1%); 5 to 8 (1%); 9 to 11 (1%); 12 to 17 (4%); 18 to 24 (11%); 25 to 54 (69%); 55 to 64 (13%)
- Ethnicity: African American (76%); Asian (3%); Caucasian (4%); Latino (11%); mixed race (6%)
- Language: English

Intervention Channels:

Community-Based Organizations (2); Faith/Churches (2); Food Closets/Pantries/Banks (1); Grocery Stores (10); Housing Projects (2); Festivals (4)

Narrative Summary:

The African American Campaign at Baptist Ministers' Conference works through the Health Ministry of the Baptist Church of the New Covenant, Progressive Health and Nutrition Network (PHANN). PHANN provides nutrition and physical activity promotion services to church members at selected churches throughout southeastern Los Angeles County. There have been documented changes in the culture of the participating churches regarding foods served at church functions as well as individual eating and physical activity practices of congregants. Because of the success of the program, the numbers of requests for services have greatly increased. The PHANN team assists other churches in the development of health ministries using the Body & Soul Program as the conduit and gives Body & Soul presentations to ministerial groups. Another PHANN success is their work with local media outlets. PHANN has secured bimonthly articles in the Baptist Church of the New Covenant's monthly newspaper (which has a distribution of 10,000), the program's nutrition coordinator is a regular contributor of articles to the Family Health Guide, and the program coordinator hosts a weekly 30-minute nutrition education show on a religious radio station.

CANGRESS**Los Angeles Community Action Network***Local Food and Nutrition Education*

| | | |
|---|---|--|
| Ms. Becky Dennison 456 S Main Street, Ground Floor Los Angeles, CA 90013-1320 Phone: (213) 228-0024 Fax: (213) 228-0048 beckyd@cangress.org | Grant Amount: \$50,000 Contract Duration: 2003-2008 First Funded: 2003 | <u>Legislators</u> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Lucille Roybal-Allard CA Sen. Gil Cedillo CA Asm. Fabian Nunez |
|---|---|--|

Target Audience

- Gender: Male (70%); Female (30%)
- Age: All Ages
- Ethnicity: African American (75%); Caucasian (10%); Latino (15%)
- Language: English (95%); Spanish (5%)

Intervention Channels:

Community-Based Organizations (25); Community Clinics (non-government) (5); Food Closets/Pantries/Banks (5); Housing Projects (20); Parks, Recreation Centers (3); Soup Kitchens/Congregate Meal Sites (5)

Narrative Summary:

CANGRESS' Nutrition Education Program has built upon the successes of the past year to creatively outreach to and educate the food-stamp-eligible and potentially eligible community residents about basic nutrition, access to existing healthy food sources, and Food Stamps. The community is comprised of the lowest income people in Los Angeles, including thousands of homeless people. The nutritional needs of homeless people are often overlooked and this program is unique in providing education to this underserved group of people.

CANGRESS utilizes one-on-one education, classroom settings, and community outreach events to reach the greatest number of people and provide nutrition education in a variety of settings. In these ways, this program creatively reaches people who may not otherwise receive nutrition education. In addition, CANGRESS works closely with free-food providers in the area to educate both them and their participants about the nutritional value of free food options.

COMMUNITY SERVICES UNLIMITED, INC.*Local Food and Nutrition Education*

| | | |
|--|---|--|
| Ms. Neelam Sharma Programs Director 1467 W 49th Street Los Angeles, CA 90062-2409 Phone: (323) 296-4383 Fax: (323) 290-1645 neelam@csuinc.org | Grant Amount: \$50,000 Contract Duration: 2003-2008 First Funded: 2003 | <u>Legislators</u> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Diane Watson CA Sen. Mark Ridley-Thomas CA Asm. Mike Davis |
|--|---|--|

Target Audience

- Gender: Male (40%); Female (60%)
- Age: 9 to 11 (75%); 12 to 17 (25%)
- Ethnicity: African American (35%); Latino (65%)
- Language: English (98%); Spanish (2%)

Intervention Channels:

Afterschool Programs (1); Gardens (2); Schools (K-12) (1)

Narrative Summary:

Growing Healthy is composed of two elements: classroom nutrition education using participatory and culturally-relevant pedagogies and direct participation in creating and tending to on-site school gardens and orchards. The hands-on experience reinforces classroom instruction and the classroom instruction reinforces the experiences in the school gardens. For example, produce and herbs grown on-site are used in the classroom sessions. In the classroom, students learn about the nutritional benefits of the foods they are growing and ways to prepare these foods.

Growing Healthy reconnects students with food in its original form and engages them to consider the origins of what they regularly eat. Emphasis is placed on culturally-appropriate foods, farming methods, and foods developed by ancestors. Students also learn about processing, marketing and distribution of food and the local food environment. They are asked in various ways to think about what they eat and why they eat it. Various tools are used to engage them in thinking about their own health and that of their family and how this is linked to diet, lifestyle and environment. Students are challenged to see themselves as the agents of change in their own lives, and thus of the world around them.

COMPTON UNIFIED SCHOOL DISTRICT*Local Incentive Awardee: Education - School District*

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 Los Angeles, CA 90059-2512

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State Share: \$2,395,201

Federal Share: \$1,000,356

First Funded: 2003-2004

Legislators

U.S. Sen. Dianne Feinstein
 U.S. Sen. Barbara Boxer
 CA Sen. Edward Vincent
 CA Asm. Mervyn Dymally

Target Audience

- Gender: Male (38%); Female (62%)
- Age: 5 to 8 (60%); 9 to 11 (30%); 12 to 17 (10%)
- Ethnicity: African American (25%); Caucasian (2%); Latino (73%); Other
- Language: English (63%); Spanish (37%)

Intervention Channels:

Schools (K-12) (37)

Narrative Summary:

Compton Unified School District is located near the South Central section of Los Angeles with a 10.5 square mile radius. This city has a population of approximately 150,000 people of which 52.70 percent are African American and 43.70 percent are Hispanic or Latino.

The Compton Unified School District consists of 37 school sites serving approximately 32,486 students. The nutrition education project establishes a framework for nutrition education/physical activity promotion for students in grades K-12 and encourages teachers to incorporate nutrition education in the core curriculum. Increased consumption of fruits and vegetables among students and their families is promoted through the Harvest of the Month program, parent workshops, fruit and vegetable promotion activities, and cooking demonstrations conducted at school sites.

DOWNEY UNIFIED SCHOOL DISTRICT*Local Incentive Awardee: Education - School District*

| | | |
|--|--|---|
| Ms. Colleen Anderson, R.D. Project Director 11627 Brookshire Avenue Downey, CA 90241-4911 Phone: (562) 940-6280 Fax: (562) 469-6677 cmanderson@dusd.net | State Share: \$531,320 Federal Share: \$265,557 First Funded: 2000-2001 | <u>Legislators</u> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Lucille Roybal-Allard CA Sen. Alan Lowenthal CA Asm. Charles Calderon |
|--|--|---|

Target Audience

- Gender: Male (48%); Female (52%)
- Age: All Ages
- Ethnicity: African American (4%); Asian (4%); Caucasian (13%); Latino (77%); Native American (1%); Filipino (1%)
- Language: English (77%); Spanish (21%); Other (2%)

Intervention Channels:

Schools (K-12) (14)

Narrative Summary:

Downey Unified School District continues to promote healthful living among students and their families by utilizing several key interventions. The strongest and most successful intervention is the Harvest of the Month program. Teachers are provided with educator and parent newsletters, nutrition themed books and classroom sampling. The program is connected to the cafeteria with monthly themed HOM bulletin boards, HOM coloring and essay contests and produce sampling. The contractor also offers professional development for teachers to increase their nutrition knowledge to help increase nutrition education in the classroom and connection of nutrition to the curriculum. The contractor works directly with the 4/5 grades PE coordinator to help link nutrition into the physical activity program, as well. In order to expand the program beyond the classroom and cafeteria, staff encourages schools to incorporate Nutrition Network activities at school/community events such as carnivals, Jog-a-thons, After School Programs, etc. In addition, parent nutrition education training is provided in partnership with the PTA, True Lasting Connections, Community Based English Tutorial (CBET), and other parent organizations. The contractor also reaches families at Open House nights by providing a variety of nutrition education, physical activity, and food/nutrition program information.

CITY OF DUARTE PARKS AND RECREATION DEPARTMENT

Local Incentive Awardee: Government - Parks & Recreation Department

| | | |
|--|--|---|
| Ms. Donna Georgino Director of Parks and Recreation 1600 East Huntington Drive Duarte, CA 91010-2534 Phone: (626) 357-7931 Fax: (626) 358-0018 dgeorgino@accessduarte.com | State Share: \$93,503 Federal Share: \$46,725 First Funded: 1999-2000 | <u>Legislators</u> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Hilda L. Solis CA Sen. Gloria Romero CA Asm. Anthony Portantino |
|--|--|---|

Target Audience

- Gender: Male (48%); Female (52%)
- Age: 5 to 8 (9%); 9 to 11 (8%); 12 to 17 (4%); 18 to 24 (9%); 25 to 54 (43%); 55 to 64 (8%); Over 65 (12%)
- Ethnicity: African American (10%); Asian (11%); Caucasian (28%); Latino (47%); Other (4%)
- Language: Arabic (1%); Armenian (2%); English (49%); Spanish (34%); Tagalog (6%); Vietnamese (1%); Chinese (2%); German (1%); Miscellaneous other (4%)

Intervention Channels:

Afterschool Programs (1); Food Closets/Pantries/Banks (1); Schools (K-12) (7); Senior Centers (1)

Narrative Summary:

The City of Duarte's Healthy Choice program promotes good nutrition and physical fitness through nutrition education linked to cooking and gardening, a teen nutrition council, and parent education programs. Annually, four sessions of healthy cooking classes are conducted for children ages 8-12. Each six-week session has 10 students, and each week the students are educated on a different aspect of nutrition. The Teen Nutrition Council is made up of five high school students trained to assist the Program Coordinator with various Healthy Choice projects. School gardens are conducted at two schools, with students receiving one hour per week of nutrition education throughout the school year. Por La Vida is a nutrition education program conducted for parents at selected schools. The 10-hour program is held over a 10-week period. During the summer, two one-week day camps are held at a selected elementary school - one session for children ages 5-8 and another for ages 9-14.

EAST LOS ANGELES COLLEGE*Local Incentive Awardee: Education - Public Colleges & Universities*

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 Project Director
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 Monterey Park, CA 91754-6001

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State Share: \$2,247,054

Federal Share: \$1,064,143

First Funded: 1999-2000

Legislators

U.S. Sen. Dianne Feinstein
 U.S. Sen. Barbara Boxer
 U.S. Rep. Hilda L. Solis
 CA Sen. Gloria Romero
 CA Asm. Mike Eng

Target Audience

- Gender: Male (25%); Female (75%)
- Age: 5 to 8 (50%); 12 to 17 (27%); 18 to 24 (20%); 55 to 64 (3%)
- Ethnicity: African American (2%); Asian (20%); Caucasian (5%); Latino (75%)
- Language: English (49%); Mandarin (10%); Spanish (40%); Vietnamese (1%)

Intervention Channels:

Afterschool Programs (7); Schools (K-12) (10); Senior Centers (1); Universities, Community Colleges (1)

Narrative Summary:

The California Nutrition Network at East Los Angeles College (ELAC) implements nutrition education programs at eleven sites: East Los Angeles College; three high schools, including teen parent nutrition education programs at two of the high schools; and seven elementary schools in the primarily Hispanic East Los Angeles Region. The nutrition education programs focus on increasing fruit and vegetable intake as well as promoting other healthy nutrition behaviors. Innovative nutrition education approaches being used include prenatal nutrition and healthy cooking classes with emphasis on fruits and vegetables for teen parents, 'Chef' in the classroom nutrition education classes, and participation of students in fruit and vegetable promotion and Fitness Campaigns for high school students with pedometer use. In the elementary schools, nutrition education is provided through the K-4 and K-5 After School Nutrition Education Program. Nutrition education is linked with journal writing, music, art, and parent orientation activities. An impact evaluation objective on fruit and vegetable consumption is being conducted at three of the after school sites. On the ELAC campus nutrition education for healthy lifestyles is offered to eligible students. Community-based programs for children and seniors are offered promoting fruit and vegetable intake, physical activity, and the prevention of chronic diseases.

EL MONTE CITY SCHOOL DISTRICT*Local Incentive Awardee: Education - School District*

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 Food Service Director
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State Share: \$1,440,213

Federal Share: \$720,077

First Funded: 1998-1999

Legislators

U.S. Sen. Dianne Feinstein
 U.S. Sen. Barbara Boxer
 U.S. Rep. Hilda L. Solis
 CA Sen. Gloria Romero
 CA Asm. Mike Eng

Target Audience

- Gender: Male (51%); Female (49%)
- Age: All Ages
- Ethnicity: Asian (15%); Caucasian (4%); Latino (79%)
- Language: Cantonese (7%); English (25%); Mandarin (1%); Spanish (59%); Vietnamese (6%)

Intervention Channels:

Community-Based Organizations (1); Grocery Stores (2); Parks, Recreation Centers (1); Schools (K-12) (18)

Narrative Summary:

The El Monte City School District (EMCSD) Nutrition Network prides itself in offering innovative and successful programs to students, families, and the community. The overall goal of the EMCSD Nutrition Network is to improve the health and well-being of the FSNE-eligible school community by providing bilingual and culturally appropriate nutrition education and physical activity promotion. Our 'Guest Chef' classroom nutrition education program continues to grow, and we plan to reach over half of the student population with this program during the 2006-2007 school year. Due to successful nutrition education pilot projects in years past such as 'Caught Eating Good' and 'Farmer in the Classroom', opportunities for nutrition promotion in schools continue to expand. Also, the EMCSD Nutrition Network has developed new partnerships with parent groups in the District so that bilingual parent education sessions will increase dramatically in future years. Educating parents in their native tongue (primarily Spanish) allows us to effectively communicate information and behaviorally-focused strategies that will assist parents in providing nutritious foods and physical activity opportunities to their family. For instance, a recent survey indicated that over 75 percent of parents surveyed had received and tried a (bilingual) fruit and vegetable recipe presented to their children by the 'Guest Chefs'.

GANGSTERS FOR CHRIST*Faith-Based*

Ms. Faye (Ilesia) Jones
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 gangstersforchrist@yahoo.com

Grant Amount: \$85,000
First Funded: 2004-2005

Legislators
 U.S. Sen. Dianne Feinstein
 U.S. Sen. Barbara Boxer
 U.S. Rep. Maxine Waters
 CA Sen. Mark Ridley-Thomas
 CA Asm. Mike Davis

Target Audience

- Gender: Male (20%); Female (80%)
- Age: 12 to 17 (4%); 18 to 24 (11%); 25 to 54 (69%); 55 to 64 (16%)
- Ethnicity: African American (76%); Asian (3%); Caucasian (4%); Latino (11%); mixed race (6%)
- Language: English

Intervention Channels:

Afterschool Programs (1); Community-Based Organizations (3); Community Youth Organizations (1); Faith/Churches (2); Farmers' Markets (1); Food Closets/Pantries/Banks (1); Food Stamp Offices (1); Grocery Stores (10); Parks, Recreation Centers (2); Festivals (4)

Narrative Summary:

African American Campaign at Gangsters for Christ (GFC) is operated through GFC's faith-based initiative, 'Temple Building-From the Ground Up: Unifying the Mind, Body and Spirit to Combat Obesity from the Inside Out'. Temple Building combines the Body & Soul program, nutrition and praise dancing workshops, and partnerships with local media to educate and empower local church and community members. In addition, GFC conducts festival interventions and creates partnerships with local nutrition and physical activity specialists to promote eating fruits and vegetables, increasing daily activity levels, and encourages participation in food assistance programs.

GIRLS CLUB OF LOS ANGELES*Faith-Based*

| | | |
|--|---|---|
| Mr. Curtis Thomas 2057 W Century Blvd Los Angeles, CA 90047-4031 Phone: (323) 754-2122 Fax: (323) 754-4353 cthomas@girlsclubla.org | Grant Amount: \$85,000 First Funded: 2004-2005 | <u>Legislators</u> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Maxine Waters CA Sen. Edward Vincent CA Asm. Mike Davis |
|--|---|---|

Target Audience

- Gender: Male; Female
- Age: 12 to 17 (4%); 18 to 24 (11%); 25 to 54 (69%); 55 to 64 (16%)
- Ethnicity: African American (76%); Asian (3%); Caucasian (4%); Latino (11%); mixed race (6%)
- Language: English

Intervention Channels:

Afterschool Programs (1); Community-Based Organizations (1); Community Youth Organizations (1); Faith/Churches (2); Farmers' Markets (1); Food Stamp Offices (1); Grocery Stores (10); Other Preschools or Daycares (not Head Start) (1); Parks, Recreation Centers (1); Universities, Community Colleges (1); Festivals (4)

Narrative Summary:

African American Campaign at Girls Club of Los Angeles (GCLA) operates through the GCLA's Project HEAL (Healthy Eating Active Lives). Project HEAL is a comprehensive program that educates adults and their children about the benefits of healthy food and daily physical activity. Project HEAL strives to increase fruit and vegetable consumption, physical activity, and the use of food assistance programs among FSNE eligible African Americans by providing programs within the church community, engaging local retailers, promoting Campaign events through local media, educating community leaders, and developing community collaborations.

Project HEAL has concentrated on implementing the Body & Soul program, developing an action plan to partner with retailers that cater to the African American community to increase fruit and vegetable sales, identifying GCLA as a local expert in nutrition and physical activity among local media outlets, participating in local festivals, conducting presentations to community faith leaders, and developing partnerships with local nutrition and physical activity experts.

HAWTHORNE SCHOOL DISTRICT*Local Incentive Awardee: Education - School District***Mr. Steve Baldwin**

Nutrition Network Project Director
 Ramona Elementary
 4617 W 136th Street
 Hawthorne, CA 90250-5735

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State Share: \$1,402,400

Federal Share: \$701,200

First Funded: 1999-2000

Legislators

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Maxine Waters

CA Sen. Edward Vincent

CA Asm. Curren Price

Target Audience

- Gender: Male (51%); Female (49%)
- Age: All Ages
- Ethnicity: African American (24%); Asian (3%); Caucasian (2%); Latino (65%); Pacific Islander (2%); Filipino (3%); No response (1%)
- Language: English (55%); Spanish (41%); Vietnamese (1%); Various (3%)

Intervention Channels:

Community-Based Organizations (1); Food Stamp Offices (1); Grocery Stores (1); Schools (K-12) (13)

Narrative Summary:

The Hawthorne School District Nutrition Network's focus is on providing nutrition education and physical activity promotion to their target audience through classroom nutrition education, school and district-wide events, adult education classes, and media outreach

The Contractor has several unique programs and methods that enable effective reach of the target audience. Several 'Nutrition Night' events during the school year provide direct, one-on-one nutrition education, as well as physical activity promotion. The Contractor also participates in other large-scale community events, including a community 5K Run and Walk, Family Literacy Nights, Open Houses, and Health Fairs. District teachers are provided information, training, and resources that enable them to provide nutrition education in the context of core curricular subjects like math, language arts, and science to students on a regular basis.

The Contractor works closely with local media to promote District events and to reach the target audience with nutrition education messages. Strong relationships with local television and newspapers allow for regular airing of PSAs and publication of newspaper columns that reach low-income individuals. The Contractor's website provides information to teachers, parents, and the media.

JUBILEE CONSORTIUM*Faith-Based*

Ms. Daisy Galeano
 6125 Carlos Ave
 Los Angeles, CA 90028-5301
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Grant Amount: \$85,000
First Funded: 2004-2005

Legislators
 U.S. Sen. Dianne Feinstein
 U.S. Sen. Barbara Boxer
 U.S. Rep. Diane Watson
 CA Sen. Mark Ridley-Thomas
 CA Asm. Kevin DeLeon

Target Audience

- Gender: Male (20%); Female (80%)
- Age: 12 to 17 (4%); 18 to 24 (11%); 25 to 54 (69%); 55 to 64 (16%)
- Ethnicity: African American (76%); Asian (3%); Caucasian (4%); Latino (11%); mixed race (6%)
- Language: English

Intervention Channels:

Community-Based Organizations (1); Community Youth Organizations (1); Faith/Churches (2); Farmers' Markets (1); Food Stamp Offices (1); Grocery Stores (10); Universities, Community Colleges (1); Festivals (4); childcare provider trainings (1)

Narrative Summary:

The African American Campaign at Jubilee Consortium's (JC) provides low-income African American communities with the tools to make educated decisions in regard to their health. JC promotes the consumption of fruits and vegetables through the distribution of 'Fruit and Vegetable of the Week' flyers. Each flyer highlights a seasonal fruit or vegetable, its health benefits, and a recipe. In addition, JC conducts taste tests, cooking demonstrations, festival interventions, and nutrition presentations. JC provides a brief message on the food stamp program in every intervention and utilizes a partnership with a local food stamp office to increase program participation. JC strives to increase availability to and improve the quality of produce in local retailers through partnerships with retail managers and community organizations. By implementing the Body & Soul program at local churches, JC has created a support system for community members who have pledged to increase their consumption of fruits and vegetables and increase their daily physical activity levels.

LONG BEACH UNIFIED SCHOOL DISTRICT*Local Incentive Awardee: Education - School District***Ms. Robin Sinks, C.H.E.S.**

Health Curriculum Leader
1299 East 32nd Street #10
Signal Hill, CA 90755-5239

Phone: (562) 997-0632

Fax: (562) 997-0413

rsinks@lbusd.k12.ca.us

State Share: \$1,788,950

Federal Share: \$894,475

First Funded: 2000-2001

Legislators

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

CA Sen. Alan Lowenthal

CA Asm. Betty Karnette

Target Audience

- Gender: Male (50%); Female (50%)
- Age: All Ages
- Ethnicity: African American (20%); Asian (10%); Caucasian (20%); Latino (50%)
- Language: English (50%); Khmer (10%); Spanish (40%)

Intervention Channels:

Afterschool Programs (15); Other Preschools or Daycares (not Head Start) (29); Schools (K-12) (57)

Narrative Summary:

The Long Beach Unified School District (LBUSD) addresses nutrition education and physical activity promotion through a coordinated school health system that is consistent with CDC's model and is described in the Health Framework for California Public Schools. Building upon existing efforts, LBUSD utilize California Nutrition Network funds to increase the likelihood that food stamp-eligible students and their families will consume the recommended amount of fruits and vegetables and participate in physical activity (60 minutes per day for youth, 30 minutes per day for adults). A Project Teacher and Child Nutrition Specialist work closely with the Health and PE Curriculum Leaders to provide teacher training and parent education classes at eligible schools (50%+ free/reduced lunch count). Teacher trainings cover basic nutrition information, impact on health and academic achievement, and instructional strategies and resources to incorporate nutrition education through literacy efforts. Instructional materials, portable cooking carts and food demonstrations/tasting, and assemblies enhance instruction. Parent education topics include nutrition and physical activity needs of students and adults, reading food labels, and food safety and sanitation. In addition, after-school recreation programs incorporate nutrition education activities throughout the program. Educational and promotional items with positive nutrition messages motivate and reinforce instructional messages. As a result, participants will demonstrate increased knowledge/understanding of the importance of nutrition and physical activity; teachers will enhance classroom instruction; and adult and student eating/activity behaviors will be positively affected.

CITY OF LONG BEACH DEPARTMENT OF PUBLIC HEALTH*Local Incentive Awardee: Government - Local Public Health Department*

| | | |
|---|--|--|
| Ms. Lara Turnbull, M.P.H., C.H.E.S. Project Director/Health Education Coordinator 2525 Grand Avenue Long Beach, CA 90815-1765 Phone: (562) 570-4294 Fax: (562) 570-4052 Lara_Turnbull@longbeach.gov | State Share: \$1,876,214 Federal Share: \$917,166 First Funded: 2003-2004 | <u>Legislators</u> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer CA Sen. Alan Lowenthal CA Asm. Betty Karnette |
|---|--|--|

Target Audience

- Gender: Male (40%); Female (60%)
- Age: All Ages
- Ethnicity: African American (20%); Asian (14%); Caucasian (18%); Latino (46%); Pacific Islander (2%)
- Language: English (40%); Spanish (60%)

Intervention Channels:

Afterschool Programs (5); Community-Based Organizations (30); Community Clinics (non-government) (3); Community Youth Organizations (1); Faith/Churches (3); Farmers' Markets (2); Head Start (10); Health Care Facilities (non-government) (3); Healthy Start(3); Housing Projects (2); Other Preschools or Daycares (not Head Start) (2); Parks, Recreation Centers (4); Private Homes (50); Public Health Departments (1); Schools (K-12) (56); Senior Centers (1); WIC Sites (5)

Narrative Summary:

The City of Long Beach Department of Health and Human Services provides general nutrition education and physical activity promotion to all food stamp-eligible Long Beach area residents. Healthy Active Long Beach (the City's Network-funded program) offers nutrition education classes in English and Spanish throughout the city to eligible families of children ages 4-12 to increase food preference, self-efficacy and knowledge on the importance of fruit and vegetable consumption, physical activity, food safety, and healthy eating for the whole family. In addition, the Healthy Active Long Beach conducts healthy cooking demonstrations and food tasting, farmers' market and grocery store tours, produces a biannual newsletter and offers provider and community presentations. As part of the social marketing campaign, Healthy Active Long Beach coordinates an annual event that focuses on fruit and vegetable consumption and physical activity promotion. To better serve the community, the contractor has expanded the program and now partner with Parks, Recreation and Marine. Healthy Active Long Beach nutrition education activities are now available to eligible individuals at four park sites. In addition, they are working with The Children's Clinic to expand the nutrition education classes to all interested low-income families throughout Long Beach.

LOS ANGELES COUNTY DEPARTMENT OF PUBLIC HEALTH Los Angeles Region

Regional Nutrition Network

Ms. Suzanne Bogert

Nutrition Program
3530 Wilshire Blvd Suite 800
Los Angeles, CA 90010-2343

Phone: (213) 351-7875

Fax: (213) 351-2793

sbogert@ph.lacounty.gov

Grant Amount: \$834,500

First Funded: 2005

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Diane Watson
CA Sen. Mark Ridley-Thomas
CA Asm. Mike Davis

Target Audience

- Gender: Male (20%); Female (80%)
- Age: All Ages
- Ethnicity: African American (70%); Asian (5%); Caucasian (5%); Latino (20%)
- Language: Cantonese (2%); English (75%); Korean (3%); Spanish (20%)

Intervention Channels:

Community-Based Organizations (5); Community Clinics (non-government) (2); Community Youth Organizations (2); Faith/Churches (3); Farmers' Markets (2); Food Stamp Offices (2); Grocery Stores (30); Health Care Facilities (non-government) (3); Housing Projects (5); Parks, Recreation Centers (3); Public Health Departments (3); Worksites (20)

Narrative Summary:

The Los Angeles Regional Nutrition Network is:

Maximizing Local Impact - Provides training, coordination and communications support to all Network-funded projects and other stakeholders serving the target population to better promote nutrition, physical activity and federal food assistance programs.

Collaborating for Action - Convenes a Regional Collaborative consisting of organizations, advocates, community leaders and others with expertise in nutrition, physical activity and underserved communities to develop region-wide initiatives that empower the target population to create better access to healthier foods in low-income communities.

Reaching out with the African American, Retail and Worksite 5 Campaigns and Programs. The African American Campaign reaches the low-income African American population through community festivals, neighborhood grocery stores and coordinates with faith-based community projects in community health and fitness fairs, farmers' markets, nutrition classes, supermarkets and the media. The Retail Program conducts activities at retail stores in low-income area to increase promotion of fruits and vegetables and nutrition education. The Be Active! Worksite Program catalyzes the establishment of worksite environments that support fruit and vegetable consumption and physical activity among low-income working adults. Los Angeles County Department of Health Services works in cooperation University of California Cooperative Extension, Los Angeles, to support the Children's Power Play! and Latino Campaigns.

LOS ANGELES COUNTY OFFICE OF EDUCATION

Local Incentive Awardee: Education - County Office of Education

| | | |
|--|--|---|
| Ms. Maryam Shayegh 9300 Imperial Highway Downey, CA 90242-2813 Phone: (562) 922-6306 Fax: (562) 922-6388 Shayegh_Maryam@laoe.edu | State Share: \$4,487,159 Federal Share: \$2,212,025 First Funded: 2003-2003 | <u>Legislators</u> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Lucille Roybal-Allard CA Sen. Alan Lowenthal CA Asm. Hector De La Torre |
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Target Audience

- Gender: Male (52%); Female (48%)
- Age: All Ages
- Ethnicity: African American (8%); Asian (21%); Caucasian (5%); Latino (59%); Native American (3%); Pacific Islander; Filipino (5%); Multiple/No Response
- Language: Arabic; Cantonese (4%); English (44%); Korean (1%); Mandarin (6%); Spanish (37%); Tagalog (3%); Vietnamese (2%); Chazhou; unspecified

Intervention Channels:

Afterschool Programs (1); Community-Based Organizations (1); Community Clinics (non-government) (1); Gardens (2); Schools (K-12) (47)

Narrative Summary:

The Los Angeles County Office of Education (LACOE) provides integrated educational programs and services in the diverse and multicultural environment of Los Angeles County. LACOE promotes increased achievement for all students, with an emphasis on assisting low-performing schools by providing support services and programs to underserved children, youth, families, districts, schools, and communities. The goal of the LACOE Nutrition Network Coalition is to provide technical assistance, support, and resources for nutrition education and physical activity promotion to 13,735 students and their parents at eligible school sites, and 585 teachers, 110 food service workers, 38 nurses, and 86 support staff who work directly with these eligible students. This goal is achieved through ongoing nutrition coalition meetings and nutrition education activities such as hands-on cooking demonstrations, Harvest of the Month taste testing program, nutrition education classes and activities for students and parents, teacher and support staff training, and nutrition education curriculum, resources and materials such as the LACOE Link newsletter. The school districts participating in the LACOE Nutrition Network Coalition are: LACOE Educational Programs, Glendale Unified School District, Inglewood Unified School District, Redondo Beach Unified School District, Rowland Unified School District, and San Gabriel Unified School District.

LOS ANGELES TRADE TECHNICAL COLLEGE*Local Incentive Awardee: Education - Public Colleges & Universities***Ms. Rolinda Baker, M.S.P.H.**

Project Director
 400 West Washington Blvd
 Los Angeles, CA 90015-4108

Phone: (213) 763-7377

Fax: (213) 763-5393

ramblinrose42_1999@yahoo.com

State Share: \$1,541,221

Federal Share: \$691,496

First Funded: 2000-2001

Legislators

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Xavier Becerra

CA Sen. Gil Cedillo

CA Asm. Fabian Nunez

Target Audience

- Gender: Male (62%); Female (38%)
- Age: Under 5 (15%); 5 to 8 (20%); 9 to 11 (20%); 12 to 17 (10%); 25 to 54 (35%)
- Ethnicity: African American (45%); Asian (1%); Latino (54%)
- Language: English (65%); Spanish (35%)

Intervention Channels:

Afterschool Programs (3); Other Preschools or Daycares (not Head Start) (2); Schools (K-12) (10); Universities, Community Colleges (1)

Narrative Summary:

Los Angeles Trade Technical College (LATTC) focuses on low resource schools using a variety of intervention techniques. One intervention involves using the Nutrition Network Nutrition Education Newsletter/Nutrition Education curriculum, Harvest of the Month that has been designed to provide teachers with nutrition education ideas and materials to use with their students, and a separate linked newsletter for parents, and the possibility of linking nutrition education in the classroom with foods served in the cafeteria, and information that goes home to parents. Additional interventions to reach students include poster and music contests designed around promoting nutrition education. LATTC also conducts parent and student nutrition education classes, as well as nutrition education teacher trainings. LATTC assists in organizing student nutrition education councils that conduct nutrition education with the use of peer educators. LATTC's goal is to tie nutrition interventions to California state education standards and integrate them into teacher school curricula. LATTC considers the schools it works with a community of parents, teachers, staff, and students and as such, LATTC seeks to educate and involve all segments of the school community in providing nutrition education to the FSNE-eligible students and parents.

LOS ANGELES UNIFIED SCHOOL DISTRICT

Local Incentive Awardee: Education - School District

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|--|-----------------------------------|--|
| Ms. Roberta Acantilado 6651-C Balboa Blvd Van Nuys, CA 91406-5529 | State Share: \$15,972,878 | <u>Legislators</u> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Brad Sherman CA Sen. Alex Padilla CA Asm. Lloyd Levine |
| Phone: (818) 609-2550 Fax: (818) 609-2580 | Federal Share: \$7,776,431 | |
| Roberta.acantilado@lausd.net | First Funded: 2000-2001 | |

Target Audience

- Gender: Male (43%); Female (57%)
- Age: Under 5 (2%); 5 to 8 (30%); 9 to 11 (37%); 12 to 17 (30%); 18 to 24 (1%)
- Ethnicity: African American (11%); Asian (3%); Caucasian (9%); Latino (72%); Native American; Pacific Islander
- Language: Armenian; Cantonese; English; Farsi; Korean; Lao; Russian; Spanish; Tagalog; Vietnamese

Intervention Channels:

Schools (K-12) (425)

Narrative Summary:

Los Angeles Unified School District (LAUSD) Nutrition Network is comprised of 425 participating schools, 8,000-9,000 teachers providing nutrition education reaching approximately 365,000 students. The contractor awards multi-year grants to eligible schools as follows: 125 Action Awards, 101 Nurse Awards, 100 Nutrition Advisory Council Awards, and 100 Harvest of the Month Awards.

The sub-contractor schools provide the following services to schools with Action Awards: Chefs in the Classroom: provides a cooking exercise, sampling and tasting as well as physical activity messages; Southland Opera: provides an opera performance on nutrition and physical activity; Enrichment Works: provides a nutrition education and physical activity theatrical performance; Farmers in the Classroom: provides a nutrition education and physical activity lesson utilizing the farmers vital of how produce begins its journey from the farm to market, to the table; Social Marketing: provides nutrition education reinforcement items and media publication; Hooping with Hooper: provides Hula Hoop assemblies for physical activity and nutrition education; Muralist: prepares murals in schools to promote physical activity and nutrition education; Outreach to Parents and Students: provide parent/student outreach; and Yoga: provides Yoga demonstration, nutrition and physical activity promotion to teachers.

MONROVIA UNIFIED SCHOOL DISTRICT*Local Incentive Awardee: Education - School District*

| | | |
|--|--|---|
| Ms. Valerie Parsons 325 E Huntington Drive Monrovia, CA 91016-3585 Phone: (626) 471-2776 Fax: (626) 471-2088 vparsons@monrovia.k12.ca.us | State Share: \$1,284,847 Federal Share: \$642,424 First Funded: 2000-2001 | <u>Legislators</u> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. David Dreier CA Sen. Bob Margett CA Asm. Anthony Portantino |
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Target Audience

- Gender: Male (53%); Female (47%)
- Age: Under 5 (23%); 5 to 8 (23%); 9 to 11 (32%); 12 to 17 (22%)
- Ethnicity: African American (11%); Asian (8%); Caucasian (17%); Latino (62%); Native American (1%); Pacific Islander; No response (1%)
- Language: English (80%); Mandarin; Spanish (18%); Tagalog; other than english (1%)

Intervention Channels:

Afterschool Programs (11); Community-Based Organizations (3); Community Youth Organizations (10); Farmers' Markets (1); Food Closets/Pantries/Banks (1); Gardens (3); Grocery Stores (3); Healthy Start (1); Other Preschools or Daycares (not Head Start) (2); Schools (K-12) (10)

Narrative Summary:

The goal of the Monrovia School District (MUSD) Nutrition Network is to increase the consumption of fruits and vegetables and promote nutrition education through nutrition related activities in the cafeteria, garden bars, the Produce of the Month program, and nutrition education cooking lessons within the classrooms.

Elementary school sites have Nutrition Advisory Councils that meet three times per week in order to promote the goals within the schools.

Each month the Contractor reaches 2,400 eligibles through nutrition education lessons that feature the highlighted Produce of the Month. Classroom sessions conducted by a Chef are linked to the core curriculum. Teachers further this Produce of the Month education by subscribing to the monthly program and integrating nutrition education into their classrooms. To expand the reach of the program, the Contractor has developed partnerships with local super markets, keeping them informed of the Produce of the Month. Through resources and assistance from the Regional Nutrition Network, the Contractor will enhance this partnership.

As a complement to these programs, the target audience is exposed to nutrition education messages via electronic and written modes: articles published in local newspapers, displays of various signage, bulletin boards, murals at school sites, and a website containing nutrition resources for teachers and students and upcoming events for the MUSD Nutrition Network.

MONTEBELLO UNIFIED SCHOOL DISTRICT*Local Incentive Awardee: Education - School District*

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|--|--|--|
| Ms. Piper Mattson, M.S., R.D. Nutrition Education Specialist 1612 Mines Avenue Montebello, CA 90640-5416 Phone: (323) 887-7967 Fax: (323) 722-5371 mattson_piper@montebello.k12.ca. us | State Share: \$673,084 Federal Share: \$336,542 First Funded: 1997-1998 | <u>Legislators</u> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Grace F. Napolitano CA Sen. Ronald Calderon CA Asm. Charles Calderon |
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Target Audience

- Gender: Male (51%); Female (49%)
- Age: All Ages
- Ethnicity: African American; Asian (3%); Caucasian (2%); Latino (93%); Pacific Islander
- Language: Armenian; Cantonese (1%); English (26%); Korean; Mandarin; Spanish (68%); Vietnamese

Intervention Channels:

Afterschool Programs (12); Head Start (11); Schools (K-12) (28)

Narrative Summary:

Montebello Unified School District (MUSD) focuses on five general areas providing nutrition education to students, families, and teachers. The program encourages students, teachers and parents to work toward developing more nutrition friendly environments and the development of nutrition education standards in the classroom. Components establish links between home, cafeteria and classrooms to provide a consistent program encouraging students to be wiser/healthier 'food decision makers'.

Classrooms are reached with monthly taste tests including lessons on seasonal produce and bulletin boards in cafeterias provide students with fruit/vegetable information. Other health/nutrition events throughout the year are promoted with lessons, activities, teacher background information and family information sheets. Physical activity promotion is included in several activities described above to reinforce the importance of combining the two components for a healthier lifestyle.

Nutrition Advisory Councils established at each intermediate and high school conduct six nutrition education activities per year. Closing events will provide a forum for sharing yearly NAC accomplishments. MUSD continues the pursuit of establishing a nutrition education curriculum focused on standards for K-12. This will allow for an institutionalization of nutrition education in the classroom, empowering students and families to advocate for more nutrition friendly environments.

NEW LIFE CHRISTIAN CENTER*Faith-Based***Ms. Sandra Roman-Morales**

2600 S La Brea Avenue
Los Angeles, CA 90016-2807

Phone: (323) 648-1252

Fax: (323) 954-4301

pastorsandy@5adayla.com

Grant Amount: \$85,000

First Funded: 2004-2005

Legislators

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Diane Watson

CA Sen. Mark Ridley-Thomas

CA Asm. Karen Bass

Target Audience

- Gender: Male (20%); Female (80%)
- Age: 9 to 11 (2%); 12 to 17 (2%); 18 to 24 (11%); 25 to 54 (69%); 55 to 64 (16%)
- Ethnicity: African American (76%); Asian (3%); Caucasian (4%); Latino (11%); mixed race (6%)
- Language: English (100%)

Intervention Channels:

Community-Based Organizations (1); Faith/Churches (2); Grocery Stores (10); Festivals (4)

Narrative Summary:

The African American Campaign at New Life Christian Center (NLCC) has brought much needed changes to the surrounding community. NLCC strives to improve the health and lifestyle of the congregation and community members by increasing fruit and vegetable consumption and daily physical activity levels. In the first year of operation, a hypertensive NLCC congregant member learned how to eat more fruits and vegetables and became more physically active through NLCC's 'Shape It Up!' nutrition/physical activity education class. The woman now has normal blood pressure and no longer requires hypertension medication.

A strategy used by NLCC to get community members to begin making healthy lifestyle choices is holding monthly fruit and vegetable taste tests. Once NLCC gets people's attention by exposing them to fruits and vegetables through interventions in the church and local festivals, NLCC provides education about the dangers of poor lifestyle choices to empower them to take action and adopt healthier lifestyles.

OCCIDENTAL COLLEGE, CENTER FOR FOOD AND JUSTICE*Local Food and Nutrition Education*

| | | |
|---|---|--|
| Ms. Moira Beery UEPI, 1600 Campus Road MS-M1 Los Angeles, CA 90041-3314 Phone: (323) 341-5099 Fax: (323) 259-2734 beery@oxy.edu | Grant Amount: \$50,000 Contract Duration: 2003-2008 First Funded: 1998 | <u>Legislators</u> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Xavier Becerra CA Sen. Jack Scott CA Asm. Anthony Portantino |
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Target Audience

- Gender: Male (49%); Female (51%)
- Age: 5 to 8 (90%); 9 to 11 (10%)
- Ethnicity: African American (6%); Asian (3%); Caucasian (27%); Latino (60%); Native American; Pacific Islander (1%); Filipino
- Language: English (73%); Spanish (27%)

Intervention Channels:

Schools (K-12) (1)

Narrative Summary:

The project seeks to increase fruit and vegetable consumption among the students of Adams Elementary School in the Riverside Unified School District (RUSD) by teaching nutrition and physical activity; and promoting the nutritional benefits of participation in the school's farm-to-school salad bar lunch program. Project staff from the Center for Food & Justice at Occidental College, the Riverside Department of Health, and the RUSD Nutrition Services Department promote nutrition education through use of the Harvest of the Month curriculum, by making connections to the school's farm to school salad bar, and other strategies. Other project activities include monthly taste tests of locally procured Harvest of the Month produce, farmer presentations in classrooms, parent participation in school lunch and nutrition education, family nights featuring healthy recipes and cooking activities, cooking in the classroom, gardening, and promotion of the school's salad bar. By teaching nutrition education and agricultural literacy, they hope to teach students to not only make healthy choices but also to be aware of where food comes from so they can make healthy choices throughout their lives that are beneficial for them and the community at large.

PASADENA UNIFIED SCHOOL DISTRICT

Local Incentive Awardee: Education - School District

| | | |
|---|--|---|
| Ms. Katia Ahmed Program Coordinator 351 South Hudson Ave Pasadena, CA 91109 Phone: (626) 798-2458 Fax: (626) 798-2658 kahmed@pusd.us | State Share: \$3,378,190 Federal Share: \$1,689,095 First Funded: 2003-2004 | <u>Legislators</u> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Adam Schiff CA Sen. Jack Scott CA Asm. Anthony Portantino |
|---|--|---|

Target Audience

- Gender: Male (51%); Female (49%)
- Age: Under 5 (8%); 5 to 8 (24%); 9 to 11 (24%); 12 to 17 (44%)
- Ethnicity: African American (26%); Asian (3%); Caucasian (16%); Latino (54%); Filipino (1%)
- Language: Armenian (3%); Spanish (94%); Non-english (2%)

Intervention Channels:

Afterschool Programs (18); Healthy Start (5); Schools (K-12) (30)

Narrative Summary:

The Pasadena Unified School District (PUSD) Nutrition Network Program has formed a collaborated effort between teachers, parents, students, Food Service staff, school Nurses, district administrators, community based organizations, faith-based organizations and community members. The program's goal is to increase the daily consumption of fruits and vegetables and increase physical activity (60 minutes a day for youth and 30 minutes a day for adults) among the target population. This link creates school environments that reflect a comprehensive commitment to the health and well-being of PUSD students and their families.

The program began with a needs assessment of the target audience on their perceptions of preferred healthy-eating activities and areas of special interest. Teacher trainings focus on integrating and coordinating nutrition education lessons and physical activity programs for students in their classrooms. School nurses attend training programs to help them work with students and parents on adopting healthy lifestyles as well as the understanding of child and adolescent behavior, knowledge, and attitude on healthy eating. Food service staff are trained on the importance of positive eating environments and the healthy food choices available.

A sample of activities conducted for the target population include: "Ask the Nutritionist" booths; healthy cooking classes; 'Nutrition, Health and Walk to School' day; Healthy cooking demonstrations by chefs; Nutrition Magician; Sports, Play, and Active Recreation for Kids (SPARK) training; Harvest of the Month; health fairs; Farmer in the Classroom; and nutrition education activities.

CITY OF PASADENA PUBLIC HEALTH DEPARTMENT

Local Incentive Awardee: Government - Local Public Health Department

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|---------------------------------------|-----------------------|------------------|----------------------------|
| Ms. Mary Urtecho-Garcia | State Share: | \$202,682 | <u>Legislators</u> |
| Nutrition & Physical Activities | Federal Share: | \$101,341 | U.S. Sen. Dianne Feinstein |
| Program Coordinator | First Funded: | 2000-2001 | U.S. Sen. Barbara Boxer |
| Nutrition & Physical Activity Project | | | U.S. Rep. Adam Schiff |
| 1845 North Fair Oaks Avenue | | | CA Sen. Jack Scott |
| Pasadena, CA 91103-1620 | | | CA Asm. Anthony Portantino |
| Phone: (626) 744-6163 | | | |
| Fax: (626) 744-6114 | | | |
| mugarcia@cityofpasadena.net | | | |

Target Audience

- Gender: Male (10%); Female (90%)
- Age: All Ages
- Ethnicity: African American (10%); Latino (90%)
- Language: English (20%); Spanish (80%)

Intervention Channels:

Afterschool Programs (1); Community-Based Organizations (5); Community Clinics (non-government) (2); Faith/Churches (1); Farmers' Markets (1); Grocery Stores (3); Head Start (3); Parks, Recreation Centers (3); Public Health Departments (1); Senior Centers(2)

Narrative Summary:

The Network Funded project of the City of Pasadena Public Health Department/Nutrition and Physical Activity Program is successful in reaching an impressive number of food stamp recipients/eligible adults through nutrition education with physical activity promotion. The PACE Program (Pasadena Anti-obesity Community Education), a four-part nutrition education course, as well as numerous single-subject nutrition presentations and workshops have been openly welcomed by the targeted participants. A large number of these programs are presented in Spanish for monolingual and bilingual Spanish-speaking community members. As evidenced by the positive feedback in evaluation forms and verbal comments, the participants have truly appreciated the series of classes and other nutrition outreach efforts conducted in their native language of Spanish, making the nutrition education messages more accessible for new audiences. The goal is for program participants to have a better understanding of the importance of daily fruit and vegetable consumption and physical activity.

The Nutrition and Physical Activity program is an active participant in the Pasadena Nutrition and Fitness Council. The Council is composed of staff from City departments, the school district, and community-based organizations, all of which target food stamp recipients/eligible residents, as well as community members themselves. Through monthly meetings the Council promotes city-wide nutrition education issues, activities and events, and the Network; keeps members updated on current Nutrition topics; and has been instrumental in establishing program sites for ongoing nutrition education activities.

ROSEMEAD SCHOOL DISTRICT*Local Incentive Awardee: Education - School District*

| | | |
|--|---|---|
| Ms. Diane Ezzo Project Director 3907 N Rosemead Blvd Suite 130 Rosemead, CA 91770-1984 Phone: (626) 312-2900 Fax: (626) 312-2921 dezzo@rosemead.k12.ca.us | State Share: \$128,904 Federal Share: \$64,427 First Funded: 2001-2002 | <u>Legislators</u> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Hilda L. Solis CA Sen. Gloria Romero CA Asm. Mike Eng |
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Target Audience

- Gender: Male (51%); Female (49%)
- Age: All Ages
- Ethnicity: African American (1%); Asian (46%); Caucasian (4%); Latino (46%); Pacific Islander; Filipino (1%); Multiple or No Response (2%)
- Language: Arabic (1%); Armenian; Cantonese (27%); English (29%); Khmer (1%); Mandarin (2%); Spanish (25%); Tagalog; Vietnamese (11%); Chaozhou (2%); Non-English (2%)

Intervention Channels:

Other Preschools or Daycares (not Head Start) (4); Schools (K-12) (5)

Narrative Summary:

Rosemead School District is a K-8 public school district located in Rosemead, California. There are four elementary schools (K-6) and one middle school (7-8) with a population of 3302 ethnically diverse students, of which approximately 46 percent are Latino/Hispanic and 46 percent are Asian. On average, approximately 76 percent of the students receive free and reduced lunch.

The Nutrition Network targets all five schools. Harvest of the Month is available to teachers and students several times a year via taste testing and newsletters. Programs, such as the Peace Fair and Vision Of Immigrant Cultural Education (VOICE), include a nutrition education component for parents translated into the various languages the district serves. The Power Play! activities target 4th and 5th graders. An art and essay contest is conducted to promote the importance of fruits and vegetables. Back-to-School Nights and Open Houses feature a fresh fruit and vegetable taste testing and provide nutrition education materials. Cooking demonstrations incorporating nutrition education are conducted for 7th and 8th grade students who are involved with the Physical Education program implemented at the middle school level. The Sports, Play & Active Recreation for Kids (SPARK) workshop will target K-6.

SANTA CLARITA VALLEY SCHOOL FOOD SERVICES AGENCY

Local Incentive Awardee: Education - School District

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| Ms. Tracy Fiscella, M.S., R.D. Project Coordinator 25210 Anza Drive Santa Clarita, CA 91355-3496 Phone: (661) 295-1574 Fax: (661) 295-0981 tfiscella@scvsfsa.org | State Share: \$177,017 Federal Share: \$88,508 First Funded: 2000-2001 | <u>Legislators</u> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Howard McKeon CA Sen. George Runner CA Asm. Cameron Smyth |
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Target Audience

- Gender: Male (50%); Female (50%)
- Age: Under 5 (5%); 5 to 8 (50%); 9 to 11 (45%)
- Ethnicity: African American (5%); Asian (5%); Caucasian (60%); Latino (30%)
- Language: English (80%); Spanish (20%)

Intervention Channels:

Gardens (1); Other Preschools or Daycares (not Head Start) (1); Schools (K-12) (6)

Narrative Summary:

The goal of this 6th year project is to strengthen nutrition education efforts from the cafeteria to the classroom to the home among schools in Santa Clarita with >50 percent of students on free/reduced meals. Santa Clarita Valley School Food Services Agency (SCVSFSA) collaborates with schools and organizations such as Power Play!, Dairy Council of California, Sports, Play, and Active Recreation for Kids (SPARK), and the Newhall Family Resource Center to provide nutrition and physical activity education to school administrators, teachers, students and their parents. The primary objective is to increase students' consumption of fruits and vegetables, while integrating nutrition education into the curriculum.

Over 110 teachers participate in the Harvest of the Month program, which connects literacy with increased consumption of fruits and vegetables. Harvest of the Month is also an avenue to teach simple food preparation which can be transferred to the student's home and their parents. Teachers also receive training to integrate nutrition into the core curriculum with an emphasis on language arts. Strategies include providing training and resources for classroom cooking, promoting school gardens, and Central Kitchen tours/activities. Schools also receive resources and curriculum for promoting consumption of fruits and vegetables.

The establishment of Nutrition Advisory Councils at 3-4 sites links students to decisions regarding nutritious breakfast and lunch choices at school. These peer educators promote healthy food and activity choices in their school.

UNIVERSITY OF SOUTHERN CALIFORNIA Keck Diabetes Prevention Initiative

Local Food and Nutrition Education

| | | |
|---|---|--|
| Ms. Valerie Ruelas, MSW, LCSW Director 6430 Sunset Blvd Ste 1500 Los Angeles, CA 90028-8016 Phone: (323) 644-8416 Fax: (323) 906-8043 vruelas@chla.usc.edu | Grant Amount: \$84,225 Contract Duration: 2006-2009 First Funded: 2006 | <u>Legislators</u> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Xavier Becerra CA Sen. Mark Ridley-Thomas CA Asm. Kevin DeLeon |
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Target Audience

- Gender: Male (25%); Female (75%)
- Age: All Ages
- Ethnicity: African American (20%); Asian (1%); Caucasian (4%); Latino (75%)
- Language: English (20%); Spanish (80%)

Intervention Channels:

Afterschool Programs (2); Community-Based Organizations (20); Faith/Churches (4); Food Stamp Offices (2); Grocery Stores (18); Head Start (4); Housing Projects (3); Parks, Recreation Centers (3); Restaurants/Diners/Fast Food (5); Schools (K-12) (4); Senior Centers (2); WIC Sites (2)

Narrative Summary:

The proposed project, 'From the Market to Your Plate - Learning How to Shop, Cook, and Design Easy, Inexpensive and Healthy Meals Your Family Will Enjoy' is based on intervention strategies identified through interviews with community members and through existing Community Advisory Boards in East and South Los Angeles. The project has two major activities: 1) Form partnerships with supermarkets to promote the Retail Campaign and hold instructional nutrition tours utilizing four trained Community Health Educators (CHEs); and 2) Conduct five two-hour nutrition education classes in English and Spanish that consist of culturally-specific cooking demonstrations and information about how to purchase affordable fruits and vegetables taught by a Registered Dietitian and local chefs in facilities within the communities. The curriculum will be developed from the Latino, African American, and Community Campaign Educator Toolbox. At the end of the first year, this project will have identified four to eight partner supermarkets in East and South Los Angeles and will have distributed a total of 2,000-4,000 recipe cards. In addition, 90 FSNE eligible adults and their children will participate in nutrition education, totaling 900 nutrition education hours.

VAUGHN NEXT CENTURY LEARNING CENTER*Local Incentive Awardee: Education - School District*

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| Ms. Suzanne Llamas Project Director 13330 Vaughn Street San Fernando, CA 91340-2216 Phone: (818) 896-7461 Fax: (818) 834-9036 sllamas@vaughncharter.com | State Share: \$200,539 Federal Share: \$100,269 First Funded: 2000-2001 | <u>Legislators</u> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Howard L. Berman CA Sen. Alex Padilla CA Asm. Felipe Fuentes |
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Target Audience

- Gender: Male (60%); Female (40%)
- Age: All Ages
- Ethnicity: African American (2%); Latino (98%)
- Language: English (11%); Spanish (89%)

Intervention Channels:

Afterschool Programs (1); Community-Based Organizations (1); Grocery Stores (1); Head Start (1); Schools (K-12) (1)

Narrative Summary:

Vaughn Next Century Learning Center provides a comprehensive nutrition and health education program to 1,850 preK-Grade 10 students, all living in a high poverty neighborhood in Los Angeles. The Vaughn Nutrition Network program consists of a number of coordinated elements. The primary focus is the consistent integration of nutrition education into the daily curriculum. This is enhanced by regular trainings for all teachers, as well as food service staff, to support nutrition education efforts in the classroom and cafeteria. In addition, the program designates 20 hours of intensive nutrition and health education activities during intersession to students in grades 1-10 and the daily afterschool program includes cooking and gardening nutrition activities. Regular enhancement of the Library Nutrition Discovery Corner promotes reading and research. The Vaughn Nutrition Network sponsors a school-wide Nutrition Student Council, responsible for promoting the increased consumption of fruits and vegetables; partners with families and community members to conduct neighborhood health and nutrition education campaigns; and participates in state and regional fruit and vegetable promotion activities. The Vaughn Nutrition Network supports students, families, staff, and community through a school-wide Nutrition Education Team that includes a dietitian, nutrition coordinator, nutrition coach, health science resource teacher, and teacher leaders.

Northcoast Region

Del Norte, Humboldt, Lake, Mendocino, Napa, and Sonoma Counties

NETWORK FOR A HEALTHY CALIFORNIA REGIONAL LEAD AGENCY

Project Director

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Collaborative: www.northcoastnutrition.org/NNFC.asp

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Worksite Program Coordinator

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CALISTOGA JOINT UNIFIED SCHOOL DISTRICT*Local Incentive Awardee: Education - School District***Ms. Joni Stellar**

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jstellar@calistoga.k12.ca.us

State Share: \$124,981

Federal Share: \$62,490

First Funded: 2003-2004

Legislators

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Mike Thompson

CA Sen. Patricia Wiggins

CA Asm. Noreen Evans

Target Audience

- Gender: Male (51%); Female (49%)
- Age: 5 to 8 (30%); 9 to 11 (16%); 12 to 17 (48%); 18 to 24 (3%); 25 to 54 (3%)
- Ethnicity: African American (1%); Asian (1%); Caucasian (31%); Latino (65%); Native American (1%); Pacific Islander (1%)
- Language: English (37%); Spanish (63%)

Intervention Channels:

Afterschool Programs (1); Community Clinics (non-government) (1); Gardens (1); Grocery Stores (2); Schools (K-12) (2); Family Center (1)

Narrative Summary:

Calistoga Joint Unified is a pre-K to 12th-grade school district in Napa County, with two main school sites. The Nutrition Program is conducted at Calistoga Elementary and at Calistoga Junior-Senior High School.

The Calistoga Joint Unified School District Nutrition Program provides nutrition education to FSNE-eligible children and their families using the following key elements, each of which emphasizes the importance of consuming fruits and vegetables and daily physical activity:

- * Harvest of the Month posters, tastings and newsletters for students, families and staff
- * Nutrition education classes for every student and for parents
- * Fruit and vegetable cooking classes for students and parents
- * School garden-enhanced nutrition classes at Calistoga Elementary school
- * Annual Jog-a-thon Calistoga Elementary fundraiser
- * Turn Off the TV Week
- * Nutrition education for students with the Food Services Director
- * Walking field trips emphasizing physical activity, hydration and consumption of fruits and vegetables
- * Healthy habit promotion: encourage consumption of fruits and vegetables and for class parties, hand washing, and daily physical activity

DEL NORTE UNIFIED SCHOOL DISTRICT*Local Incentive Awardee: Education - School District*

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|--|--|--|
| Ms. Helga Burns Nutrition Grants Coordinator 301 W Washington Blvd Crescent City, CA 95531-8340 Phone: (707) 464-0273 Fax: (707) 464-0783 hburns@delnorte.k12.ca.us | State Share: \$1,028,058 Federal Share: \$514,026 First Funded: 1999-2000 | <u>Legislators</u> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Mike Thompson CA Sen. Samuel Aanestad CA Asm. Patty Berg |
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Target Audience

- Gender: Male (50%); Female (50%)
- Age: All Ages
- Ethnicity: African American (1%); Asian (6%); Caucasian (64%); Latino (13%); Native American (15%); Filipino (1%)
- Language: English (83%); Hmong (7%); Spanish (10%)

Intervention Channels:

Afterschool Programs (5); Community-Based Organizations (4); Community Youth Organizations (1); Farmers' Markets (1); Food Closets/Pantries/Banks (3); Food Stamp Offices (1); Gardens (10); Head Start (6); Healthy Start (3); Indian Tribal Organizations (2); Other Preschools or Daycares (not Head Start) (3); Parks, Recreation Centers (1); Public Health Departments (1); Schools (K-12) (13); Senior Centers (1)

Narrative Summary:

The objectives of the Del Norte USD project include participating in regional coalitions and meetings to share experiences, successes, and ideas, as well as attending Network trainings. Staff will identify various activities within the community and school district to incorporate and promote physical activity, and assist in implementing a minimum of one physical activity promotion event. Staff will provide age-appropriate nutrition education to elementary and junior high school students through high school "Student Nutrition Educators" lessons, school gardens, after school and recreation programs, and nutrition education/physical activity promotion activities/events. Staff will also provide training to promote Network goals to teachers and staff within the district, and will integrate physical activity promotion messages into nutrition education materials given to students. The School Nutrition Council and Physical Activity Committee (SNAC-PAC) will support nutrition education projects within the district and community. Trained teens are active in nutrition/physical activity education at community-wide events. Staff works with the local Social Services Department to provide opportunities for the promotion of the Food Stamp Program.

HUMBOLDT COUNTY HEALTH AND HUMAN SERVICES DEPARTMENT

North Coast Region

Regional Nutrition Network

| | | |
|---|---|---|
| Ms. Kelley L. Kyle Senior Health Education Specialist 908 7th Street Eureka, CA 95501-1115 Phone: (707) 441-5080 Fax: (707) 445-7214 kkyle@co.humboldt.ca.us | Grant Amount: \$512,000 First Funded: 2005 | <u>Legislators</u> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Mike Thompson CA Sen. Patricia Wiggins CA Asm. Patty Berg |
|---|---|---|

Target Audience

- Gender: Male (35%); Female (65%)
- Age: All Ages
- Ethnicity: African American (5%); Asian (5%); Caucasian (55%); Latino (25%); Native American (10%)
- Language: English (75%); Spanish (25%)

Intervention Channels:

Afterschool Programs (2); Community Youth Organizations (12); Farmers' Markets (3); Grocery Stores (15); Restaurants/Diners/Fast Food (2); Schools (K-12) (43); Worksites (2)

Narrative Summary:

The North Coast Regional Nutrition Network is:

Maximizing Local Impact - Provides training, coordination and communications support to all Network-funded projects and other stakeholders serving the target population to better promote nutrition, physical activity and federal food assistance programs.

Collaborating for Action - Convenes a Regional Collaborative—organizations, advocates, community leaders, and others with expertise in nutrition, physical activity, and under-served communities—to develop region-wide initiatives that empower the target population to create better access to healthier foods in low income communities.

Reaching Out - The Children's Power Play! Campaign educates and empowers low-income children and parents through activities in schools, community youth organizations, farmers' markets, supermarkets, restaurants, and other venues. The Retail Program conducts activities at retail stores in low-income areas to increase promotion of fruits and vegetable and nutrition education. The Be Active! Worksite Program catalyzes the establishment of worksite environments that support fruit and vegetable consumption and physical activity among low-income working adults.

HUMBOLDT COUNTY OFFICE OF EDUCATION

Local Incentive Awardee: Education - County Office of Education

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|---------------------------------|---------------------------------|----------------------------|
| Ms. Linda Prescott, R.D. | State Share: \$707,239 | <u>Legislators</u> |
| 901 Myrtle Avenue | Federal Share: \$429,041 | U.S. Sen. Dianne Feinstein |
| Eureka, CA 95501-1219 | First Funded: 2002-2003 | U.S. Sen. Barbara Boxer |
| Phone: (707) 445-7042 | | U.S. Rep. Mike Thompson |
| Fax: (707) 445-7143 | | CA Sen. Patricia Wiggins |
| LPRESCOTT@humboldt.k12.ca.us | | CA Asm. Patty Berg |

Target Audience

- Gender: Male (45%); Female (55%)
- Age: 5 to 8 (55%); 9 to 11 (30%); 12 to 17 (10%); 25 to 54 (5%)
- Ethnicity: African American (2%); Asian (3%); Caucasian (71%); Latino (10%); Native American (13%); Pacific Islander (1%)
- Language: English (88%); Hmong (2%); Spanish (10%)

Intervention Channels:

Afterschool Programs (8); Schools (K-12) (22)

Narrative Summary:

Located on the rural north coast approximately 100 miles from the California/Oregon border, the Humboldt County Office of Education operates special education programs and community schools, and serves 87 district schools.

The Humboldt County Office of Education coordinates the Network funded programs offered through county-based Community schools and special education classes as well as a consortium of 22 schools. Efforts focus on the importance of vegetables and fruits and promotion of regular physical activity to FSNE-eligible children and families. Activities include expansion of classroom nutrition education and cooking activities such as Harvest of the Month, Power Play! community and school wide nutrition related events. Professional development and networking opportunities for staff include training on nutrition education, SPARK, Harvest of the Month, Power Play! and classroom cooking.

MANILA COMMUNITY SERVICES DISTRICT*Local Incentive Awardee: Government - City Government*

| | | |
|---|--|---|
| Ms. Beverly Prosser Coordinator 1901 Park Street Arcata, CA 95521-9650 Phone: (707) 445-3309 Fax: (707) 445-0979 manilacc@suddenlinkmail.com | State Share: \$78,196 Federal Share: \$39,098 First Funded: 1999-2000 | <u>Legislators</u> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Mike Thompson CA Sen. Patricia Wiggins CA Asm. Patty Berg |
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Target Audience

- Gender: Male (30%); Female (70%)
- Age: All Ages
- Ethnicity: African American (5%); Asian (5%); Caucasian (55%); Latino (10%); Native American (25%)
- Language: English (90%); Spanish (10%)

Intervention Channels:

Afterschool Programs (1); Community Youth Organizations (1); Gardens (1); Parks, Recreation Centers (1)

Narrative Summary:

Manila Community Services District is a public entity of government, a special district that provides culturally appropriate nutrition education through the Building Healthy Peninsula Communities Project. The project provides nutrition education for youth, teens, seniors, families, and community members of the Samoa Peninsula. The nutrition education and physical activity promotion includes promoting awareness of the need for the recommended amounts of fruits and vegetables per day and the need to obtain 60 minutes of physical activity every day for youth, 30 minutes for adults. Nutrition education and physical activity promotion are provided to FSNE-eligible community members during community events and workshops; programs for FSNE-eligible youth (after school and summer programs); teens (including teenship and the babysitters' club); FSNE-eligible seniors; FSNE-eligible parents (Parents in Partnership); and families. Nutrition activities include the development of pages to be added to the Manila Cookbook that combines elder histories and community health and pride for FSNE.

SONOMA COUNTY DEPARTMENT OF HEALTH SERVICES

Local Incentive Awardee: Government - Local Public Health Department

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|--|--|--|
| Ms. Lynn Walton Project Coordinator 475 Aviation Blvd Ste 210 Santa Rosa, CA 95403-2080 Phone: (707) 565-6682 Fax: (707) 565-6619 lwalton@sonoma-county.org | State Share: \$437,282 Federal Share: \$218,641 First Funded: 2002-2003 | <u>Legislators</u> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Lynn Woolsey CA Sen. Patricia Wiggins CA Asm. Patty Berg |
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Target Audience

- Gender: Male (43%); Female (57%)
- Age: Under 5 (6%); 5 to 8 (36%); 9 to 11 (32%); 12 to 17 (19%); 18 to 24 (3%); 25 to 54 (4%)
- Ethnicity: African American (3%); Asian (3%); Caucasian (27%); Latino (66%); Native American (1%); Pacific Islander (1%); Alaskan Native, unknown (8%)
- Language: English (34%); Spanish (64%); Khmer, Tigrinya, Punjabi, Lao, other (2%)

Intervention Channels:

Afterschool Programs (5); Gardens (5); Public Health Departments (1); Schools (K-12) (5); WIC Sites (6); Summer school (2)

Narrative Summary:

The LIA contract administered by the County of Sonoma Department of Health Services has two components - a WIC breastfeeding peer-counseling program and school-based subcontracts with five schools to provide nutrition education.

Designed to increase the initiation, duration, and exclusivity rates of breastfeeding among mothers enrolled in Sonoma County's three WIC programs, the breastfeeding peer-counselor program targets primarily Hispanic and Native American women. In addition enrollees receive education about the importance of eating a wide variety of fruits and vegetables daily when breastfeeding and the benefits of exercise. Peer counselors are also trained to provide referrals to the Food Stamp program as part of nutrition education.

In the school-based programs, five schools provide nutrition education and promote physical activity in regular day school, after school, and summer school activities. Nutrition education takes place in the classroom, in school gardens, and on field trips where students visit farms, farmers markets, and grocery stores. Cooking classes and taste-testing/food demonstrations (often using produce from the schools' gardens) give students and their families the opportunity to broaden their experience with fruits and vegetables and incorporate them into their daily lives as part of nutrition education.

SONOMA STATE UNIVERSITY*Local Incentive Awardee: Education - Public Colleges & Universities***Ms. Julie McClure**

Sonoma SERVES
1801 E Cotati Ave
Rohnert Park, CA 94928-3613

Phone: (707) 664-4232
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julie.mcclure@sonoma.edu

State Share: \$254,286

Federal Share: \$127,143

First Funded: 2005-2006

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Lynn Woolsey
CA Sen. Carole Migden
CA Asm. Jared Huffman

Target Audience

- Gender: Male (55%); Female (45%)
- Age: 5 to 8 (42%); 9 to 11 (38%); 18 to 24 (10%); 25 to 54 (10%)
- Ethnicity: Asian (2%); Caucasian (11%); Latino (86%)
- Language: English (18%); Spanish (82%)

Intervention Channels:

Afterschool Programs (8); Community-Based Organizations (4); Community Clinics (non-government) (1); Farmers' Markets (1); Food Closets/Pantries/Banks (1); Gardens (8); Grocery Stores (3); Public Health Departments (1); Schools (K-12) (8); Universities, Community Colleges (2)

Narrative Summary:

Based out of Sonoma State University, Sonoma SERVES' (Students Engaging in Relevant Volunteerism in Educational Settings) nutrition programs operate in three high need elementary school districts in Santa Rosa, reaching 1,200 children and their families. Sonoma SERVES focuses on providing nutrition education to students. Sonoma SERVES also implements a physical activity promotion program within the context of a nutrition education to ensure that the children and families it serves are also healthy and active. Additionally, the program reaches 800 children and families through nutrition-focused outreach activities and information dissemination. The program seeks to increase the daily consumption of fruits and vegetables and increase daily physical activity in FSNE-eligible children and their families through nutrition education activities in the classroom, outreach events and promotional activities, and physical activity promotion within the context of nutrition education, gardening and healthy cooking activities.

UKIAH UNIFIED SCHOOL DISTRICT*Local Incentive Awardee: Education - School District*

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|---|--|---|
| Mr. Terry Nieves 925 North State Street Ukiah, CA 95482-3411 Phone: (707) 462-2561 Fax: (707) 463-2120 tnieves@uusd.net | State Share: \$1,447,032 Federal Share: \$722,896 First Funded: 1999-2000 | <u>Legislators</u> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Mike Thompson CA Sen. Patricia Wiggins CA Asm. Patty Berg |
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Target Audience

- Gender: Male (49%); Female (51%)
- Age: Under 5 (15%); 5 to 8 (40%); 9 to 11 (30%); 12 to 17 (15%)
- Ethnicity: African American (1%); Asian (1%); Caucasian (58%); Latino (28%); Native American (9%); multi ethnicity (3%)
- Language: English (67%); Spanish (33%)

Intervention Channels:

Afterschool Programs (4); Head Start (4); Schools (K-12) (39)

Narrative Summary:

* Nutrition education classes and lessons are taught from pre-Kindergarten through 12th grade, based on district health standards and California State nutrition competencies, using cooking carts and nutrition education curriculum as well as nutrition education in the garden.

* An annual Health and Garden Faire, in conjunction with Cinco de Mayo and/or Harvest Festivals, focuses on nutrition and physical activity.

* Collaborations with agencies throughout the Mendocino Nutrition & Activity Collaborative (NAC) (Mendocino Children's Health Committee, Mendocino County Public Health Advisory Committee, American Cancer Society, Mendocino First 5, Mendocino Public Health Department) address nutrition issues and promote fruit and vegetable consumption with Ukiah Unified School District.

* Promotion of food stamps, free and reduced lunch and other food assistance programs occurs through local food banks and social services.

* Physical activity is promoted through walk to school events, walk-a-thons and after school activities and programs.

* PreK-12 teacher professional development links gardens and nutrition to the California content standards using Power Play!, Nutrition to Grow On and Kids Cook Farm Fresh Food.

* Family Literacy Nights and other school functions where nutrition and taste testing of healthy snacks are a hands-on events for parents and students.

UNITED INDIAN HEALTH SERVICES, INC.*Local Incentive Awardee: Indian Tribal Organizations*

| | | |
|--|---|---|
| Ms. Jill Stahlman 1600 Weeot Way Arcata, CA 95521-4734 Phone: (707) 825-4098 Fax: (707) 825-5035 jill.stahlman@carih.net | State Share: \$168,735 Federal Share: \$84,368 First Funded: 2001-2002 | <u>Legislators</u> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Mike Thompson CA Sen. Patricia Wiggins CA Asm. Patty Berg |
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Target Audience

- Gender: Male (50%); Female (50%)
- Age: All Ages
- Ethnicity: Caucasian (25%); Latino (15%); Native American (60%)
- Language: English (90%); Spanish (10%)

Intervention Channels:

Afterschool Programs (2); Farmers' Markets (1); Gardens (1); Head Start (4); Indian Tribal Organizations (1); Private Homes (10); Schools (K-12) (3); Soup Kitchens/Congregate Meal Sites (2)

Narrative Summary:

Through fun and innovative activities at local schools, Headstart sites and community events, fruit and vegetable and physical activity promotion messages are reaching American Indians in Humboldt and Del Norte Counties. During culturally appropriate cooking classes at various community site, United Indian Health Services (UIHC) teaches people to incorporate more fruits and vegetables into their family meals.

At the Potawot Health Village, there is a two-acre organic food garden. With the garden's production of top quality fruits and vegetables, Network funds support taste-testing, cooking classes, workshops and various celebrations that utilize this incredible resource for nutrition education. On the North Coast where the weather is cool, vegetables such as kale, Swiss chard, kohlrabi, broccoli rabi and other 'strange' vegetables thrive. Through Network funded taste-tests, cooking classes, and celebrations, UIHS brings these new flavors to the tables of American Indians in the community.

Through collaborative groups, UIHS' Network funds support nutrition education via the Traditional Health Committee - notably through the development of a Traditional Foods Model for nutrition education. The fruit and vegetable, physical activity, and anti-obesity messages are processed by these committees, and UIHS activities that promote healthy eating and physical activity result.

Orange County Region

Orange County

NETWORK FOR A HEALTHY CALIFORNIA REGIONAL LEAD AGENCY

Project Director

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Region: www.ochca.org/public/nutrition/nupac
Collaborative: www.ochca.org/public/nutrition/nupac/nupac.htm

Children's Power Play! Campaign Coordinator

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COUNCIL OF ORANGE COUNTY, ST. VINCENT DE PAUL Second Harvest Food Bank of Orange County

Local Food and Nutrition Education

Mr. Bob Wright

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Orange, CA 92866-1306

Phone: (714) 771-1343

Fax: (714) 771-2748

bobw@feedoc.org

Grant Amount: \$55,000

**Contract Duration: 2003-
2007**

First Funded: 2003-2004

Legislators

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Ed Royce

CA Sen. Dick Ackerman

CA Asm. Mike Duvall

Target Audience

- Gender: Male (50%); Female (50%)
- Age: 5 to 8 (40%); 9 to 11 (55%); 12 to 17 (5%)
- Ethnicity: African American (10%); Asian (2%); Caucasian (13%); Latino (70%); Pacific Islander (5%)
- Language: English (60%); Spanish (40%)

Intervention Channels:

Afterschool Programs (30)

Narrative Summary:

A Tale of Two Counties, one is the Orange County that most people see: Orange County, California, with its multi-million-dollar homes on the bluffs and hills overlooking the Pacific Ocean. There is another Orange County; this is the one served by Second Harvest Food Bank of Orange County. A recent survey shows that 47 percent of the families that receive food through the food bank are working families compared to the national average of 36 percent. The same study shows that 37 percent of the participants are children.

Through the project Kids Cafe, the food bank works with after-school programs to provide nutrition education activities in tandem with independently-funded after-school program snacks. The food bank works with after-school program staff to teach nutrition and healthful eating. Nutrition education materials are provided to the sites; NERI items are provided to reinforce nutrition education messages that teach how to live and eat healthfully. Taste tests are done to introduce children to new and different healthful choices.

HUNTINGTON BEACH UNION HIGH SCHOOL DISTRICT

Local Incentive Awardee: Education - School District

| | | |
|--|--|---|
| Ms. Pamela Williams Nutrition Education Specialist Food and Nutrition Services 14325 Goldenwest Street Bldg 1 Westminster, CA 92683-4905 Phone: (714) 894-1698 Fax: (714) 894-8198 pwilliams@hbuhdsd.org | State Share: \$1,824,792 Federal Share: \$912,396 First Funded: 1999-2000 | <u>Legislators</u> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Dana Rohrabacher CA Sen. Thomas Harman CA Asm. Van Tran |
|--|--|---|

Target Audience

- Gender: Male (50%); Female (50%)
- Age: 5 to 8 (28%); 9 to 11 (27%); 12 to 17 (42%); 18 to 24 (3%)
- Ethnicity: African American (1%); Asian (28%); Caucasian (13%); Latino (45%); Multiple (3%)
- Language: English (37%); Spanish (31%); Vietnamese (17%); multiple (15%)

Intervention Channels:

Afterschool Programs (7); Farmers' Markets (1); Schools (K-12) (16)

Narrative Summary:

The Huntington Beach Union High School District (HBUHSD) continues to serve Westminster High School and eleven schools in the Westminster School District and has added four schools from Ocean View School District. HBUHSD educates students, parents, and teachers about fruits and vegetables and physical activity.

A new program, 'Adopt a Classroom,' has been implemented at Westminster High School. One classroom is selected each month to observe four interactive nutrition presentations and taste produce. This program teaches students how to be advocates for healthy eating and physical activity.

The Nutrition Advisory Council (NAC) has been established at Westminster School District. Students meet once a quarter to taste test fruits and vegetables and explore healthy eating. Participation includes promoting fruit and vegetable campaigns and students have the opportunity to attend the California School Nutrition Association's NAC meeting.

Real Kids Cook, another new activity introduced this year, provides classroom cooking demonstrations and allows students to make and taste fruit and vegetable recipes.

NEWPORT-MESA UNIFIED SCHOOL DISTRICT*Local Incentive Awardee: Education - School District***Mr. Geoff Ianniello**2985 Bear Street Building E
Costa Mesa, CA 92626-4300

Phone: (714) 424-7557

Fax: (714) 424-7596

gianniello@nmusd.us

State Share: \$643,312**Federal Share: \$316,502****First Funded: 2001-2002****Legislators**

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Dana Rohrabacher

CA Sen. Thomas Harman

CA Asm. Van Tran

Target Audience

- Gender: Male (51%); Female (49%)
- Age: Under 5 (4%); 5 to 8 (24%); 9 to 11 (15%); 12 to 17 (57%)
- Ethnicity: African American (1%); Asian (3%); Caucasian (29%); Latino (66%); Pacific Islander (1%)
- Language: English (32%); Spanish (64%); Tagalog (1%); Vietnamese (2%); Marshallese (1%)

Intervention Channels:

Afterschool Programs (10); Other Preschools or Daycares (not Head Start) (5); Schools (K-12) (14)

Narrative Summary:

Newport-Mesa Unified School District's Nutrition Network Lead Teachers assist in providing direct communication to the elementary schools targeted and are the on-site support for the California Nutrition Network. The District collaborates with other local partners in the Steps to Healthy Living campaign in Orange County, a great opportunity for teachers to introduce the use of pedometers to students along with teaching the Children's Power Play! Program. Additionally, the District promotes the Harvest of the Month program to preschool, elementary-school, middle-school, and after-school programs with the option to receive the featured produce in their classroom for education. All teachers participating in the program receive nutrition education newsletters and incentives for the students.

ORANGE COUNTY HEALTH CARE AGENCY*Local Incentive Awardee: Government - Local Public Health Department*

Ms. Maridet Ibañez, M.S.
 Nutrition Services Manager
 Nutrition Services
 1725 West 17th Street
 Santa Ana, CA 92706-2316
 Phone: (714) 834-8092
 Fax: (714) 834-8028
 mibanez@ochca.com

State Share: \$1,908,680
Federal Share: \$954,340
First Funded: 2000-2001

Legislators
 U.S. Sen. Dianne Feinstein
 U.S. Sen. Barbara Boxer
 U.S. Rep. Loretta Sanchez
 CA Sen. Lou Correa
 CA Asm. Jose Solorio

Target Audience

- Gender: Male (50%); Female (50%)
- Age: All Ages
- Ethnicity: African American (1%); Asian (10%); Caucasian (16%); Latino (72%); Pacific Islander (1%)
- Language: English (34%); Hmong (2%); Khmer (2%); Lao (2%); Spanish (50%); Vietnamese (10%)

Intervention Channels:

Afterschool Programs (10); Community-Based Organizations (25); Community Clinics (non-government) (20); Community Youth Organizations (10); Faith/Churches (5); Farmers' Markets (9); Food Closets/Pantries/Banks (25); Food Stamp Offices (11); Grocery Stores(5); Head Start (44); Health Care Facilities (non-government) (250); Housing Projects (1); Other Preschools or Daycares (not Head Start) (25); Parks, Recreation Centers (3); Private Homes (1120); Public Health Departments (1); Schools (K-12) (65); SeniorCenters (10); Soup Kitchens/Congregate Meal Sites (35); WIC Sites (33); Worksites (2); Shelter/Transitional Living site (10); State Preschool sites (50)

Narrative Summary:

The County of Orange Health Care Agency (HCA) provides public health services to three million residents. Public health staff members provide nutrition education in English, Spanish, Vietnamese, Hmong, and Cambodian to food-stamp-eligible individuals of all ages through home visits and education at clinic and community sites. Network funds are used to provide additional nutrition education, with physical activity and brief food assistance promotion, to food stamp eligible individuals seeking services from County government programs and community partners. Nutrition messages reach a large food stamp audience through displays and presentations at County facilities, including Food Stamp offices and qualifying community sites. Media efforts focus on bus shelters and local print media targeting the food-stamp-eligible population. HCA links nutrition education with the YMCA's Active Living by Design project, a California Endowment project, and physical activity projects in HCA WIC clinics. Special activities address the nutrition needs of the Vietnamese-American community. HCA offers mini-grants to community partners to help incorporate nutrition education into their services that target the FSNE population. Evaluation is accomplished primarily through pre/post tests and surveys.

ORANGE COUNTY HEALTH CARE AGENCY**Orange County Region***Regional Nutrition Network***Ms. Anna Luciano**

Nutrition Services
1725 W 17th St
Santa Ana, CA 92706-2316

Phone: (714) 834-8092

Fax: (714) 834-8028

aluciano@ochca.com

Grant Amount: \$817,500

First Funded: 2005

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Loretta Sanchez
CA Sen. Lou Correa
CA Asm. Jose Solorio

Target Audience

- Gender: Male (50%); Female (50%)
- Age: All Ages
- Ethnicity: African American (1%); Asian (9%); Caucasian (17%); Latino (72%); Pacific Islander (1%)
- Language: English (40%); Spanish (57%); Vietnamese (3%)

Intervention Channels:

Community-Based Organizations (20); Community Clinics (non-government) (20); Community Youth Organizations (20); Faith/Churches (3); Farmers' Markets (9); Food Closets/Pantries/Banks (2); Food Stamp Offices (11); Grocery Stores (60); Head Start (44); Health Care Facilities (non-government) (5); Other Preschools or Daycares (not Head Start) (45); Parks, Recreation Centers (3); Public Health Departments (1); Schools (K-12) (20); Senior Centers (2); Universities, Community Colleges (3); WIC Sites (33); Worksites (20); Media - OC Register, ABC-TV (2)

Narrative Summary:

The Orange County Regional Nutrition Network is:

Maximizing Local Impact - Provides training, coordination and communication support to all Network-funded projects and other stakeholders serving the food stamp eligible population to better promote nutrition, physical activity and food assistance programs.

Collaborating for Action - Convenes the Orange County Nutrition and Physical Activity Collaborative (NuPAC) that consists of organizations, leaders and health experts interested in addressing childhood obesity, with special focus on low-income communities. NuPAC works to improve nutrition education efforts and to promote countywide nutrition education initiatives that will help food stamp eligible individuals improve their access to healthy food choices.

Reaching Out - The Children's Power Play! Campaign educates low-income children and parents through activities in schools, community youth organizations, farmers' markets, supermarkets, and other venues. The Latino Campaign reaches low-income Latino adults through skill-building consumer education at farmers'/flea markets, grocery stores, and cultural gatherings. The Retail Program conducts activities at retail stores in low-income areas to promote fruit and vegetable consumption and nutrition education. The Be Active! Worksite Program catalyzes the establishment of worksite environments that support fruit and vegetable consumption and physical activity among low-income working adults.

ORANGE COUNTY SUPERINTENDENT OF SCHOOLS ACCESS

Local Incentive Awardee: Education - County Office of Education

| | | | |
|--------------------------------|-----------------------|------------------|----------------------------|
| Ms. Yvonne Ortega | State Share: | \$784,407 | <u>Legislators</u> |
| Program Manager | Federal Share: | \$392,080 | U.S. Sen. Dianne Feinstein |
| 2910 Redhill Ave | First Funded: | 2001-2002 | U.S. Sen. Barbara Boxer |
| Costa Mesa, CA 92626 | | | U.S. Rep. Dana Rohrabacher |
| Phone: (714) 327-1038 | | | CA Sen. Thomas Harman |
| Fax: (714) 327-0187 | | | CA Asm. Chuck DeVore |
| Yvonne_Ortega@access.k12.ca.us | | | |

Target Audience

- Gender: Male (62%); Female (38%)
- Age: All Ages
- Ethnicity: African American (3%); Asian (4%); Caucasian (33%); Latino (47%); Native American (1%); Pacific Islander (1%)
- Language: English (36%); Spanish (47%); Vietnamese (4%)

Intervention Channels:

Afterschool Programs (7); Schools (K-12) (46); Family Resource Centers (2)

Narrative Summary:

The ACCESS program focuses on promoting healthy lifestyles for alternative education students by promoting a higher consumption of fruits and vegetables and regular physical activity as part of a healthy lifestyle. Network staff present teacher trainings throughout the year to provide classroom teachers with basic nutrition education, as well as creative ways to incorporate nutrition in the curriculum. Teachers throughout the district then conduct nutrition education classes by incorporating nutrition in all areas of the standard curriculum. The Harvest of the Month program promotes this goal, as well as providing students with the experience of tasting a different fruit or vegetable each month. Using student artwork, students produce a Harvest of the Month calendar which is distributed to families and includes recipes and facts about each featured fruit or vegetable. Students also have the opportunity to work with a professional muralist to design a school mural that promotes healthy eating and physical activity. Chefs enter the classrooms to conduct healthy cooking demonstrations and provide students with easily duplicated healthy recipes. The program continues to reach families through nutrition education presentations and healthy cooking demonstrations at school open house functions, back-to-school nights, and after-school program activities.

ORANGE COUNTY SUPERINTENDENT OF SCHOOLS Coalition

Local Incentive Awardee: Education - County Office of Education

Ms. Kari Tuggle, M.S., R.D.

Nutrition Specialist
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ktuggle@ocde.us

State Share: \$3,491,723

Federal Share: \$1,877,634

First Funded: 2002

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Dana Rohrabacher
CA Sen. Thomas Harman
CA Asm. Van Tran

Target Audience

- Gender: Male (51%); Female (49%)
- Age: All Ages
- Ethnicity: African American (2%); Asian (12%); Caucasian (13%); Latino (67%); Native American; Pacific Islander; Filipino (1%); Mult Nationality/No response (2%)
- Language: Arabic; Armenian; Bosnian; Cantonese; English (43%); Farsi; Hmong; Khmer; Korean; Lao; Mandarin; Russian; Spanish (46%); Tagalog; Vietnamese (5%); Other (2%)

Intervention Channels:

Other Preschools or Daycares (not Head Start) (47); Schools (K-12) (36)

Narrative Summary:

Monitored and coordinated by the Orange County Superintendent of Schools, the Orange County coalition consists of ten public school districts working together to promote nutrition education, physical activity, and federally funded nutrition assistance programs. Activities include promoting the consumption of fruits and vegetables through Harvest of the Month program newsletters and taste tests, nutrition education in the classroom, and parent nutrition education classes. Physical activity promotion is provided through the integration of physical activity messages in nutrition education activities and newsletters. School-wide nutrition and physical activity promotion events include participation in activities such as Kids Cooking Week. Promotion of nutrition education and physical activity by Student Nutrition Club members empowers students to advocate for a positive nutrition environment. Teacher training is provided to encourage and advocate for the integration of nutrition education and physical activity promotion in the classroom, including the utilization of cooking carts for taste tests and food demonstrations. Nutrition education promotion in the cafeteria includes participation in Harvest of the Month taste testing and promotional activities including nutrition education and physical activity promotional messages on menus and in the cafeteria. A brief outreach message about the Food Stamp Program is included with the nutrition education conducted at parent classes and at school events such as Open House, Back to School Night, and Kinder Roundup.

ORANGE UNIFIED SCHOOL DISTRICT*Local Incentive Awardee: Education - School District***Ms. Katryn Soltanmorad**

Project Coordinator
726 W Collins Ave
Orange, CA 92867-5514

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Fax: (714) 997-6149

ksoltanmorad@orangeusd.org

State Share: \$741,759

Federal Share: \$370,539

First Funded: 2002-2003

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Ed Royce
CA Sen. Dick Ackerman
CA Asm. Mike Duvall

Target Audience

- Gender: Male (51%); Female (49%)
- Age: All Ages
- Ethnicity: African American (2%); Asian (6%); Caucasian (15%); Latino (74%); Native American (1%); Pacific Islander (1%); Philippino (1%); other + unknown (1%)
- Language: Arabic (1%); Cantonese (1%); English (20%); Farsi (1%); Hmong (1%); Korean (1%); Lao (1%); Mandarin (1%); Russian (1%); Spanish (70%); Tagalog (1%); Vietnamese (1%)

Intervention Channels:

Other Preschools or Daycares (not Head Start) (3); Schools (K-12) (15)

Narrative Summary:

Orange Unified School District (OUSD) is located in a culturally-diverse urban setting in Orange County, serving 12 elementary schools, two middle schools, and a high school.

The primary objective during this year is to educate teachers at new schools about the Nutrition Network goals and to motivate them to integrate nutrition education into their classroom curriculum. Teacher liaisons have been selected at each of the target schools to help distribute Nutrition Network materials. Four times during the year, the 'Harvest of the Season' provides a fruit or vegetable for students to taste, teacher lesson plans incorporating the California education standards, and other nutrition education activities. Expansion of the Guest Chef program utilizing parent volunteers is another focus of the OUSD Nutrition Network.

Parent education is another objective of the OUSD Nutrition Network. During regularly scheduled parent meetings, topics and presentations are provided which support the Nutrition Network goals.

Posters and murals placed throughout the school serving and eating areas enhance the school food environment. The Breakfast Club, which was initiated last year to promote the nutritional benefits of eating a healthy breakfast, has been expanded to one more school. Since starting the program, the number of students participating in the school breakfast club program has significantly increased. All nutrition education interventions continue to be evaluated for effectiveness by OUSD.

SANTA ANA UNIFIED SCHOOL DISTRICT*Local Incentive Awardee: Education - School District*

| | | |
|---|--|---|
| Ms. Lorena Alvarez 1601 E Chestnut Santa Ana, CA 92701-6322 Phone: (714) 480-5329 Fax: (714) 558-5559 LorenaAlvarez@sausd.k12.ca.us | State Share: \$1,407,898 Federal Share: \$701,250 First Funded: 2003-2004 | <u>Legislators</u> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Loretta Sanchez CA Sen. Lou Correa CA Asm. Jose Solorio |
|---|--|---|

Target Audience

- Gender: Male (50%); Female (49%)
- Age: All Ages
- Ethnicity: African American; Asian (2%); Caucasian (3%); Latino (90%); Native American; Pacific Islander; Filipino (1%); not specified
- Language: English (42%); Khmer (3%); Spanish (58%)

Intervention Channels:

Other Preschools or Daycares (not Head Start) (3); Schools (K-12) (53); Local Bookstore (6)

Narrative Summary:

There are 34 elementary schools and 19 secondary schools in Santa Ana Unified School District (SAUSD) that are eligible for Nutrition Network based on free and/or reduced lunch. By linking the schools, food services, and the local school community, SAUSD Nutrition Network increases students' consumption of fruits and vegetables and students' physical activity.

In the schools, SAUSD Nutrition Network liaisons attend monthly meetings. Liaisons receive information such as HOTM newsletters, lessons that align with district curriculum to be used with Harvest of the Month (HOTM) that link and support nutrition education.

In the community, as part of parent education, monthly HOTM Parent Newsletters are distributed. Parent education classes are provided which include cooking classes and nutrition education, host guest speakers on topics related to nutrition education and physical activity, and host the Harvest of the Month Book Club.

The food services department markets HOTM produce facts and information on the monthly school menu as well as featuring the produce on the menu. Food Services coordinates the HOTM monthly produce delivery to the school sites to facilitate the monthly taste testing.

San Diego and Imperial Region

Imperial and San Diego Counties

NETWORK FOR A HEALTHY CALIFORNIA REGIONAL LEAD AGENCY

Project Director

Blanca Melendrez
UCSD, Community Pediatrics
4305 University Avenue, Suite 590
San Diego, CA 92105
Phone: (619) 955-1041
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Region: www.sdnnonline.org
Collaborative: www.sdnnonline.org

Children's Power Play! Campaign Coordinator

Mike Gieck
U.C. San Diego, Community Pediatrics
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La Jolla, CA 92093-0927
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Fax: (619) 681-0666
Email: mgieck@ucsd.edu

Latino Campaign Coordinator

Karemi Alvarez
U.C. San Diego, Community Pediatrics
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San Diego, CA 92105
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Fax: (619) 681-0666
Email: kalvarez@ucsd.edu

African American Campaign Coordinator

Elder Morris Woods
UCSD Community Pediatrics
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Oceanside, CA 92054
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Email: mlfinance1@sbcglobal.net

Worksite Program Coordinator

Amelia Winslow
UCSD Division of Community Pediatrics
4305 University Avenue, Suite 590
San Diego, CA 92105
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Physical Activity Specialist

Larissa Johnson
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San Diego, CA 92105
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Fax: (619) 681-0666



FRIENDLY CHURCH OF GOD IN CHRIST*Faith-Based***Ms. Susan Woods**

1836 Dixie St
Oceanside, CA 92054-3411

Phone: (760) 433-5886

Fax: (760) 433-8704

healthcoord1@sbcglobal.net

Grant Amount: \$85,000

First Funded: 2004-2005

Legislators

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Darrell Issa

CA Sen. Mark Wyland

CA Asm. Mimi Walters

Target Audience

- Gender: Male (25%); Female (75%)
- Age: 18 to 24 (50%); 25 to 54 (50%)
- Ethnicity: African American (76%); Asian (3%); Caucasian (4%); Latino (11%); mixed race (6%)
- Language: English (100%)

Intervention Channels:

Faith/Churches (2); Grocery Stores (10); Festivals (4)

Narrative Summary:

The Friendly Church of God in Christ works with African American churches in order to reach African American families. They aim to increase their knowledge on the importance of consuming the recommended amounts of fruits and vegetables and the recommended levels of physical activity each day for better health. They also want to show the benefits of nutrition and physical activity as a disease prevention strategy that may extend the life expectancy and improve the quality of life for the African American population living at 185 percent of the Federal Poverty Level.

Activities focus on increasing awareness through education, health forums, conferences and the distribution of educational information to FSNE eligible church members and community residents.

IMPERIAL COUNTY PUBLIC HEALTH DEPARTMENT*Local Incentive Awardee: Government - Local Public Health Department*

Ms. Yoli Viviana Sanchez
 Health Programs Coordinator
 935 Broadway Street
 El Centro, CA 92243-2349

Phone: (760) 482-4939
 Fax: (760) 352-9933

yolivivianasanchez@imperialcounty
 .net

State Share: \$86,237

Federal Share: \$43,119

First Funded: 1998-1999

Legislators

U.S. Sen. Dianne Feinstein
 U.S. Sen. Barbara Boxer
 U.S. Rep. Bob Filner
 CA Sen. Denise Ducheny
 CA Asm. Bonnie Garcia

Target Audience

- Gender: Male (50%); Female (50%)
- Age: All Ages
- Ethnicity: African American (4%); Caucasian (19%); Latino (75%); Native American (2%)
- Language: English (50%); Spanish (50%)

Intervention Channels:

Community Clinics (non-government) (1); Head Start (5); Housing Projects (2); Other Preschools or Daycares (not Head Start) (5); Public Health Departments (1); Senior Centers (2)

Narrative Summary:

The Imperial County Public Health Department's efforts to promote healthy eating and physical activity include the planning and implementation of: 1) 'Cooking healthy' sessions at various locations throughout the county on how to buy, safely store, and prepare fruits and vegetables; 2) Healthy lifestyle sessions focusing on nutrition and physical activity as a way to promote fruit and vegetable consumption and physical activity, to improve the quality of life of county residents and to prevent chronic diseases such as cardiovascular disease, diabetes, and obesity; and 3) Nutrition and physical activity promotion using presentations, interactive games, appropriate displays, and dissemination of Network literature at health fairs and community events. The Health Department is also working toward strengthening and expanding the local Physical Activity and Healthy Eating (PAHE) Coalition to implement nutrition and physical activity promotional events throughout the county.

SAN DIEGO COMMUNITY COLLEGE DISTRICT*Local Incentive Awardee: Education - Public Colleges & Universities*

| | | |
|--|--|--|
| Ms. Nancy Hampson Project Coordinator 4343 Ocean View Boulevard San Diego, CA 92113-1915 Phone: (619) 388-4941 Fax: (619) 388-4989 nhampson@sdccd.edu | State Share: \$462,885 Federal Share: \$231,233 First Funded: 2002-2003 | <u>Legislators</u> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Bob Filner CA Sen. Denise Ducheny CA Asm. Mary Salas |
|--|--|--|

Target Audience

- Gender: Male (44%); Female (56%)
- Age: 18 to 24 (12%); 25 to 54 (77%); 55 to 64 (8%); Over 65 (3%)
- Ethnicity: African American (2%); Asian (15%); Caucasian (4%); Latino (77%); Middle Eastern (2%)
- Language: Arabic; Cantonese; Farsi; Hmong; Khmer; Korean; Lao; Mandarin; Russian; Spanish; Tagalog; Vietnamese; African dialects; Japanese; Portuguese

Intervention Channels:

Community-Based Organizations (8); Public Health Departments (6); Adult schools (15); Even Start (Family Literacy Program) (5)

Narrative Summary:

The English as a Second Language (ESL) department at the non-credit Continuing Education Centers of the San Diego Community College District is developing materials for dissemination to adult schools statewide to infuse nutrition education into the adult ESL curriculum. The following components are included: 1) 'Guidelines for Promoting Healthy Eating' that provides guidance to teachers, writers, publishers, and nutrition educators including a summary of research on immigrants' needs and factors involved in behavior change; 2) Twenty-four model lessons at 4 levels of ESL covering 6 Key Messages identified in formative research. A journal is used at each level to provide a means for students to monitor progress towards their goals in eating a healthier diet; and 3) A website through which all materials can be accessed. This site is password protected to guarantee that only instructors with students in the target population have access. Research and lessons can be downloaded, teacher training is available, and students will be able to engage in interactive nutrition lessons.

SOUTHERN INDIAN HEALTH COUNCIL, INC.*Local Incentive Awardee: Indian Tribal Organizations*

| | | |
|--|---|--|
| Ms. Lisa Turner, R.D., C.D.E. PO Box 2128 Alpine, CA 91903-2128 Phone: (619) 445-1188 Fax: (619) 445-8047 lturner@sihc.org | State Share: \$326,785 Federal Share: \$163,379 First Funded: 1998 | <u>Legislators</u> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Duncan Hunter CA Sen. Dennis Hollingsworth CA Asm. Joel Anderson |
|--|---|--|

Target Audience

- Gender: Male (42%); Female (58%)
- Age: All Ages
- Ethnicity: African American (1%); Caucasian (11%); Latino (14%); Native American (74%)
- Language: English (98%); Spanish (2%)

Intervention Channels:

Community Clinics (non-government) (2); Gardens (1); Head Start (1); Health Care Facilities (non-government) (2); Indian Tribal Organizations (7); Other Preschools or Daycares (not Head Start) (1); Private Homes (10); Early Headstart SoCal American IndianResource (1)

Narrative Summary:

This Network project continues to provide nutrition education regarding the importance of consuming colorful fruits and vegetables and living a healthy lifestyle that includes 30-60 minutes of physical activity per day to reduce the risk of chronic disease among Native Americans and community members and their families in the target area.

Southern Indian Health Council works in partnership with seven Native American Tribes to achieve these goals by offering the following to the service area population: Promotion of healthy messages at community events, health fairs, and commodity days; nutrition classes, cooking classes/demonstrations, and food tastings; creation and distribution of nutrition newsletters for adults and children; promotion of physical activity at all events; and support and increased participation in collaborative partnerships to help expand and strengthen the project's efforts.

THE REGENTS OF THE UNIVERSITY OF CALIFORNIA, SAN DIEGO

Division of Community Pediatrics

Local Incentive Awardee: Education - Public Colleges & Universities

| | | |
|---|--|---|
| Ms. Kari Herzog Division of Community Pediatrics 4350 University Ave Ste 590 San Diego, CA 92105-1625 Phone: (619) 681-0666 Fax: (619) 681-0648 kherzog@ucsd.edu | State Share: \$511,708 Federal Share: \$288,455 First Funded: 1999-2000 | <u>Legislators</u> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Susan A. Davis CA Sen. Christine Kehoe CA Asm. Shirley Horton |
|---|--|---|

Target Audience

- Gender: Male (53%); Female (47%)
- Age: All Ages
- Ethnicity: African American (19%); Asian (6%); Caucasian (17%); Latino (54%); Native American (1%); Pacific Islander (1%); Filipino (2%)
- Language: English (66%); Spanish (29%); Vietnamese (1%); Somali (1%); all other non-English languages (3%)

Intervention Channels:

Schools (K-12) (7)

Narrative Summary:

Nutrition Link is a nutrition education program designed to improve the nutrition and physical activity knowledge, preferences and behaviors of participating students. A program within the Division of Community Pediatrics at UC San Diego (UCSD), Nutrition Link takes a unique approach to nutrition education through a combination of in-class and web-based lessons that 'link' nutrition and technology to enhance student learning through community nutrition programs.

Nutrition Link lessons are designed to meet California Core Content Standards for students in grades 3-5. Each Nutrition Link unit focuses on a specific nutrition topic and consists of two web lessons and one in-class lesson taught by UCSD Health Educators. In addition, Nutrition Link reaches beyond the walls of the classroom to connect with parents through presentations on health and nutrition, a regular newsletter and a parent's page on the Nutrition Link website.

Nutrition Link is a partnership among the Lemon Grove School District, Rosa Parks Elementary School, and the City Heights Educational Collaborative supported by the California Power Play! Program and the San Diego and Imperial Counties Regional Nutrition Network.

THE REGENTS OF THE UNIVERSITY OF CALIFORNIA, SAN DIEGO

San Diego and Imperial Region

Regional Nutrition Network

| | | |
|-----------------------------|----------------------------------|----------------------------|
| Ms. Blanca Melendrez | Grant Amount: \$902,500 | <u>Legislators</u> |
| Community Pediatrics | <i>First Funded:</i> 2005 | U.S. Sen. Dianne Feinstein |
| 4305 University Ave Ste 590 | | U.S. Sen. Barbara Boxer |
| San Diego, CA 92105-1698 | | U.S. Rep. Susan A. Davis |
| Phone: (619) 681-0684 | | CA Sen. Denise Ducheny |
| Fax: (619) 681-0666 | | CA Asm. Lori Saldana |
| bmelendrez@ucsd.edu | | |

Target Audience

- Gender: Male (40%); Female (60%)
- Age: All Ages
- Ethnicity: African American (16%); Caucasian (53%); Latino (31%)
- Language: English (59%); Spanish (31%)

Intervention Channels:

Community-Based Organizations (25); Community Youth Organizations (104); Farmers' Markets (7); Food Stamp Offices (1); Grocery Stores (52); Health Care Facilities (non-government) (25); Parks, Recreation Centers (1); Public Health Departments (1); Restaurants/Diners/Fast Food (3); Schools (K-12) (295); Worksites (20); Festivals (10)

Narrative Summary:

The San Diego and Imperial Regional Nutrition Network is:

Maximizing Local Impact - Provides training, coordination and communications support to all Network-funded projects and other stakeholders serving the target population to better promote nutrition, physical activity and federal food assistance programs.

Collaborating for Action - Convenes a Regional Collaborative - organizations, advocates, community leaders, and others with expertise in nutrition, physical activity, and under-served communities -- to develop region-wide initiatives that empower the target population to create better access to healthier foods in low income communities.

Reaching Out - The Children's Power Play! Campaign educates and empowers low-income children and parents through activities in schools, community youth organizations, farmers' markets, supermarkets, and restaurants. The Latino Campaign reaches low-income Latino adults through skill-building consumer education at farmers'/flea markets, neighborhood grocery stores, and cultural gatherings. The African American Campaign reaches its low-income population through festivals, grocery stores, and coordinates with the faith-based community projects. The Retail Program conducts activities at retail stores in low-income areas to increase promotion of fruits and vegetable and nutrition education. The Be Active! Worksite Program promotes fruit and vegetable consumption and physical activity among low-income working adults

YOUTH4RCE, INC.*Faith-Based*

Mr. Dajahn Blevins
 5952 El Cajon Blvd
 San Diego, CA 92115-3828
 Phone: (619) 252-6314
 Fax: (858) 552-4299
 dblevins@nethere.com

Grant Amount: \$85,000
First Funded: 2004-2005

Legislators
 U.S. Sen. Dianne Feinstein
 U.S. Sen. Barbara Boxer
 U.S. Rep. Susan A. Davis
 CA Sen. Christine Kehoe
 CA Asm. Shirley Horton

Target Audience

- Gender: Male; Female
- Age: 18 to 24 (50%); 25 to 54 (50%)
- Ethnicity: African American (76%); Asian (3%); Caucasian (4%); Latino (11%); mixed race (6%)
- Language: English (100%)

Intervention Channels:

Faith/Churches (2); Grocery Stores (10); Festivals (4)

Narrative Summary:

Youth4rce utilizes creative performing and cultural arts to promote the intake of fruits and vegetables. They target low income African American women with children, recognizing them as a part of the foundation for the future that needs support. In a dramatic fashion, they provide the tools and information to help the audience take control of their health. Youth4rce provides nutrition education (i.e., the benefits of eating fruits and vegetables, what the recommended amounts are, how and where to get fruits and vegetables in their community, etc.) and has the support of partnering organizations to help in these efforts. Volunteers work with the project director to conduct fun physical activity demonstrations that participants can do at home utilizing the Dyna band, African dance, Capoeira moves, and other deliberate forms of movement. The program is also supported by an active community advisory group whereby each community partner and health professional provides direction for the program's activities.

Sierra Cascade Region

Butte, Colusa, Glenn, Lassen, Modoc, Nevada, Plumas, Shasta,
Sierra, Siskiyou, Tehama, and Trinity Counties

NETWORK FOR A HEALTHY CALIFORNIA REGIONAL LEAD AGENCY

Project Director

Patricia Mannel
California Health Collaborative
25 Jan Court, Suite 130
Chico, CA 95928
Phone: (530) 345-2483
Email: pmannel@healthcollaborative.org
Region: www.scnutrition.org
Collaborative: www.scnutrition.org

Children's Power Play! Campaign Coordinator

Gina Sims
C.S.U., Chico
1311 Mangrove Ave., Suite B
Chico, CA 95926
Phone: (530) 345-0633
Fax: (530) 345-0668
Email: gmsims@csuchico.edu

Worksite Program Coordinator

Jennifer McClendon
California Health Collaborative
25 Jan Ct., Ste. 130
Chico, CA 95928
Phone: (530) 345-2483
Fax: (530) 345-3214
Email: jmcclendon@healthcollaborative.org

Physical Activity Specialist

Michelle Buran
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Chico, CA 95926
Phone: (530) 345-0678
Fax: (530) 345-0668
Email: mburan@sbcglobal.net



CALIFORNIA HEALTH COLLABORATIVE Sierra Cascade Region

Regional Nutrition Network

| | | |
|---|---|--|
| Ms. Patricia Mannel 25 Jan Court Ste 130 Chico, CA 95928-4418 Phone: (530) 345-2483 Fax: (530) 345-3214 pmannel@healthcollaborative.org | Grant Amount: \$512,000 First Funded: 2005 | <u>Legislators</u> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Wally Herger CA Sen. Samuel Anestad CA Asm. Rick Keene |
|---|---|--|

Target Audience

- Gender: Male (35%); Female (65%)
- Age: All Ages
- Ethnicity: African American (2%); Asian (1%); Caucasian (86%); Latino (8%); Native American (3%)
- Language: English (95%); Spanish (5%)

Intervention Channels:

Afterschool Programs (60); Community Youth Organizations (20); Farmers' Markets (6); Food Closets/Pantries/Banks (2); Grocery Stores (28); Other Preschools or Daycares (not Head Start) (5); Parks, Recreation Centers (2); Public Health Departments (4); Schools (K-12) (65); Soup Kitchens/Congregate Meal Sites (1); Universities, Community Colleges (2); WIC Sites (3); Worksites (20)

Narrative Summary:

The Sierra Cascade Regional Nutrition Network is:

Maximizing Local Impact - Provides training, coordination and communications support to all Network-funded projects and other stakeholders serving the target population to better promote nutrition, physical activity and federal food assistance programs.

Collaborating for Action - Convenes a Regional Collaborative - organizations, advocates, community leaders, and others with expertise in nutrition, physical activity, and under-served communities -- to develop region-wide initiatives that empower the target population to create better access to healthier foods in low income communities.

Reaching Out - The Children's Power Play! Campaign educates and empowers low-income children and parents through activities in schools, community youth organizations, farmers' markets, supermarkets, restaurants, and other venues. The Retail Program conducts activities at retail stores in low-income areas to increase promotion of fruits and vegetables and nutrition education. The Be Active! Worksite Program catalyzes the establishment of worksite environments that support fruit and vegetable consumption and physical activity among low-income working adults.

CALIFORNIA STATE UNIVERSITY, CHICO, RESEARCH FOUNDATION SCNAC

Nonprofit Incentive Awardee

Dr. Cindy Wolff, Ph.D., R.D.

Program Director

Rural Northern CA Nutrition
Network

Sierra Cascade Nutrition and
Activity Consortium

Building 25 Rm 201

Chico, CA 95929-0235

Phone: (530) 898-5288

Fax: (530) 898-5382

cwolff@csuchico.edu

State Share: \$3,208,641

Federal Share: \$1,551,174

First Funded: 2001-2002

Legislators

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Wally Herger

CA Sen. Samuel Aanestad

CA Asm. Rick Keene

Target Audience

- Gender: Male (40%); Female (60%)
- Age: All Ages
- Ethnicity: African American (5%); Asian (5%); Caucasian (53%); Latino (30%); Native American (5%); Pacific Islander (2%)
- Language: English (60%); Hmong (5%); Spanish (35%)

Intervention Channels:

Afterschool Programs (2); Community-Based Organizations (4); Community Clinics (non-government) (2); Community Youth Organizations (3); Gardens (1); Head Start (6); Healthy Start (1); Indian Tribal Organizations (3); Other Preschools or Daycares (not HeadStart) (14); Parks, Recreation Centers (1); Public Health Departments (3); Schools (K-12) (59); Universities, Community Colleges (1); Family Resource Centers (9); Breastfeeding Support Center (1)

Narrative Summary:

CSU, Chico's Sierra Cascade Nutrition and Activity Consortium (SCNAC) is comprised of 30 community and school partners in six north state counties. SCNAC's programs emphasize strategies for increasing fruit and vegetable consumption and daily physical activity and provide both the funding resources and training for rural communities to better meet the needs of their residents. Examples of SCNAC activities include the school library based 'Smart Bodies - Smart Minds' program integrating nutrition education related children's books with the Harvest of the Month program; the 'Lunch Leagues' program whereby university students provide lunchtime nutrition education in the cafeteria and promote physical activity afterwards on the playground; peer-mediated teaching with high school students providing nutrition education to K-6 students; 'Treats for Trade' holiday candy exchange for nutrition education reinforcement items; promotion of school and community vegetable gardens; community based nutrition education programs by county departments of public health; support for nutrition education for FSNE-eligible families receiving home visits by public health nurses; and culturally appropriate nutrition education and activity promotion services for Sierra Cascade Region Native American and Hmong families.

SHASTA COUNTY HEALTH AND HUMAN SERVICES AGENCY, PUBLIC HEALTH BRANCH

Local Incentive Awardee: Government - Local Public Health Department

| | | |
|--|--|--|
| Ms. Michelle Sabol Supervising Public Health Nutritionist 2660 Breslauer Way Redding, CA 96001-4246 Phone: (530) 225-5150 Fax: (530) 229-8460 msabol@co.shasta.ca.us | State Share: \$1,535,313 Federal Share: \$765,136 First Funded: 1998-1999 | <u>Legislators</u> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Wally Herger CA Sen. Samuel Aanestad CA Asm. Doug La Malfa |
|--|--|--|

Target Audience

- Gender: Male (48%); Female (51%)
- Age: All Ages
- Ethnicity: African American (1%); Asian (2%); Caucasian (89%); Latino (5%); Native American (3%); Pacific Islander (1%)
- Language: English (94%); Lao (1%); Spanish (3%); Lu Mien (1%)

Intervention Channels:

Afterschool Programs (7); Community Youth Organizations (2); Faith/Churches (1); Food Closets/Pantries/Banks (10); Food Stamp Offices (2); Gardens (5); Head Start (1); Housing Projects (2); Indian Tribal Organizations (1); Other Preschools or Daycares (not Head Start) (1); Parks, Recreation Centers (2); Public Health Departments (1); Schools (K-12) (16); Senior Centers (5); WIC Sites (2); Worksites (2)

Narrative Summary:

The Shasta County Department of Public Health's Nutrition Education Program conducts activities that encourage food stamp eligible residents to eat the recommended amounts of fruits and vegetables and get at least 30-60 minutes of physical activity most days. This goal is achieved through the distribution of nutrition education materials and messages at health fairs, community events, and to health care providers. Trainings and technical assistance that incorporate nutrition education/physical activity/gardening components are provided to school sites, after-school programs, and community nutrition projects. The unique aspects of this program are possible because of collaboration with local coalitions. The Eat Fruits and Vegetables and Be Active annual fall promotion incorporates a community event and a wellness challenge that is coordinated through the Shasta Coalition for Activity and Nutrition. The Shasta Food Group Coalition addresses the nutritional needs of the food stamp eligible residents in Shasta County. State share activities include breastfeeding education to food stamp eligible prenatal and postnatal mothers and collaboration with preschools to improve child nutrition and physical activity.

SHASTA COUNTY OFFICE OF EDUCATION

Local Incentive Awardee: Education - County Office of Education

| | | |
|--|--|---|
| Ms. Tanya Marshall 3200 Adams Lane Redding, CA 96002 Phone: (530) 224-3214 Fax: (530) 224-3201 tmarshall@shastacoe.org | State Share: \$1,040,798 Federal Share: \$520,399 First Funded: 2002-2003 | <u>Legislators</u> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Wally Herger CA Sen. Samuel Anestad CA Asm. Doug La Malfa |
|--|--|---|

Target Audience

- Gender: Male (50%); Female (50%)
- Age: Under 5 (44%); 5 to 8 (4%); 9 to 11 (2%); 12 to 17 (20%); 18 to 24 (5%); 25 to 54 (25%)
- Ethnicity: African American (2%); Asian (3%); Caucasian (80%); Latino (12%); Native American (3%)
- Language: English (89%); Spanish (10%); lu-Mien (1%)

Intervention Channels:

Afterschool Programs (4); Gardens (4); Head Start (1); Indian Tribal Organizations (1); Other Preschools or Daycares (not Head Start) (27); Schools (K-12) (7); Universities, Community Colleges (1); Worksites (1); Family Child Care Homes (213)

Narrative Summary:

The Shasta County Office of Education Nutrition and Physical Activity (NAPA) program is in its fifth year promoting fruit and vegetable consumption. This program focuses on the pre-kindergarten population, and the parents, teachers, and providers who work with them. NAPA also works with teens in the court and community schools, and special education students. NAPA involves students through taste tests, gardening projects, identification of fruits and vegetables, cooking demonstrations, label reading, and related health information on topics such as proper hand-washing habits and dental health. Brochures and nutrition education reinforcement items are used to support the message to children and their parents.

This program has forged a strong partnership with Home Depot's Team Depot project, which supplies tools, materials, plants, and technical assistance to several school-based gardens and orchards throughout the county. A primary vehicle of communication to childcare providers, teachers and parents is the Harvest of the Month newsletter. The newsletter is sent home with the monthly school menus with children, and in mail outs to teachers and childcare providers. NAPA also participates in numerous community events promoting good nutrition and physical activity to food stamp eligible families which helps support the unified community awareness of healthy eating and activity.

III. Projects of Statewide Significance

ALAMEDA COUNTY OFFICE OF EDUCATION California Healthy Kids Resource Center (CHKRC)

Statewide Project

Dr. Deborah Wood, Ph.D.
California Healthy Kids Resource
Center (CHKRC)
313 West Winton Ave
Hayward, CA 94544-1136

Phone: (510) 670-4586
Fax: (510) 670-4582

dwood@acoe.k12.ca.us

Grant Amount: \$431,520

First Funded: 2001-2002

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Fortney H. Stark
CA Sen. Ellen Corbett
CA Asm. Mary Hayashi

Target Audience

- Gender: Male (47%); Female (53%)
- Age: Under 5; 5 to 8; 9 to 11; 12 to 17
- Ethnicity: African American (8%); Asian (8%); Caucasian (31%); Latino (46%); Native American (1%); Pacific Islander (1%); Filipino (2%)
- Language: Cantonese; English; Mandarin; Spanish; Tagalog; Vietnamese

Intervention Channels:

Schools (K-12) (4000); IHE Teacher Credentialing Programs

Narrative Summary:

The California Healthy Kids Resource Center (CHKRC) coordinates development of nutrition education guidance for Nutrition Network LIAs, RNECs, and other CPNS staff to promote use of research-based, California Health Education Standards-aligned preK-12 nutrition education programs. The CHKRC also develops and provides trainings that support use of these materials aligned with the California Health Education Standards and effective science-nutrition integration. The CHKRC provides statewide access to research-based nutrition education instructional materials, professional resources, technical assistance, supportive services, research summaries, research-validated programs, school health law summaries, and nutrition-education-related training information to Network LIAs, RNECs, and CPNS staff via the CHKRC web site and services.

CALIFORNIA ASSOCIATION OF FOOD BANKS

Food Stamp Outreach

Food Stamp Outreach

Ms. Jessica Bartholow
Statewide Program Manager
1611 Telegraph Ave Ste 830
Oakland, CA 94612

Phone: (510) 272-4435
Fax: (510) 272-9171

jessica@cafoodbanks.org

State Share: \$1,732,730

Federal Share: \$1,153,234

First Funded: 2003-2004

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Barbara Lee
CA Sen. Don Perata
CA Asm. Sandre Swanson

Narrative Summary:

In October 2006, the California Association of Food Banks' (CAFB) Food Stamp Outreach and Access Program entered its fifth year with 48 partnering organizations in 20 counties. CAFB estimates that through food stamp outreach and access efforts, these partners will bring approximately \$21,565,000 to low-income families in their counties.

Food stamp outreach consists of education and activities that range from informing clients about the Food Stamp Program (FSP) to helping them apply. In FFY 2007, CAFB partnering organizations will educate clients about the FSP; prescreen clients to determine eligibility for the FSP; assist clients with their FSP applications; conduct food stamp outreach activities at VITA (Volunteer Income Tax Assistance) sites; collaborate with county FSP offices to track applications submitted as a result of food stamp outreach activities; operate local call centers to field calls about the FSP; educate public officials and stakeholders about food stamp outreach activities; and educate community-based partners about the FSP and food stamp outreach.

CAFB partnering organizations aim to collectively provide FSP information to 134,940 individuals, prescreen 34,543 individuals, and assist 15,205 households with FSP applications.

CALIFORNIA ASSOCIATION OF FOOD BANKS

Nutrition Education

Nonprofit Incentive Awardee

Ms. Jessica Bartholow
 Statewide Program Manager
 1611 Telegraph Ave Ste 830
 Oakland, CA 94612
 Phone: (510) 272-4435
 Fax: (510) 272-9171
 jessica@cafoodbanks.org

State Share: \$847,249
Federal Share: \$550,087
First Funded: 2003-2004

Legislators
 U.S. Sen. Dianne Feinstein
 U.S. Sen. Barbara Boxer
 U.S. Rep. Barbara Lee
 CA Sen. Don Perata
 CA Asm. Sandre Swanson

Target Audience

- Gender: Male (45%); Female (55%)
- Age: All Ages
- Ethnicity: African American (30%); Caucasian (35%); Latino (30%); Pacific Islander (5%)
- Language: English (65%); Hmong (5%); Spanish (30%)

Intervention Channels:

Community-Based Organizations (22); Food Closets/Pantries/Banks (653); Soup Kitchens/Congregate Meal Sites (10)

Narrative Summary:

The California Association of Food Banks (CAFB) subcontracts with 13 Food Banks and one additional non-profit organization to distribute nutrition education materials and conduct nutrition education classes and nutrition education food tastings at food bank member agencies, Kid's Café Programs, afterschool and summer lunch programs, and mobile produce pantries. Some CAFB subcontractors host an agency nutrition conference for member agencies serving food stamp eligible people while others include nutrition education in annual agency conferences. CAFB subcontractors use a wide range of strategies and materials focused on preparing healthy meals with very low-incomes and with donated foods, including foods donated through California's Farm To Family Project and the Emergency Food Assistance Program (EFAP).

CALIFORNIA DEPARTMENT OF EDUCATION*Other State Public Entities*

| | | |
|--|---------------------------------|----------------------------|
| Ms. Shannan D. Young, RD, SFNS | State Share: \$529,571 | <u>Legislators</u> |
| Nutrition Education Consultant 1430 N Street, Suite 1500 Sacramento, CA 95814-5901 | Federal Share: \$262,907 | U.S. Sen. Dianne Feinstein |
| Phone: (916) 445-9137 | First Funded: 2003-2004 | U.S. Sen. Barbara Boxer |
| Fax: (916) 322-3749 | | U.S. Rep. Doris Matsui |
| syoun@cdede.ca.gov | | CA Sen. Darrell Steinberg |
| | | CA Asm. Dave Jones |

Target Audience

- Gender: Male (3%); Female (97%)
- Age: Under 5 (30%); 12 to 17 (60%); 25 to 54 (10%)
- Ethnicity: African American (16%); Asian (10%); Caucasian (12%); Latino (60%); Native American (1%); Pacific Islander (1%)
- Language: English; Spanish

Intervention Channels:

Other Preschools or Daycares (not Head Start) (50); Schools (K-12) (530); Cal-SAFE programs (80); Food service personnel (30)

Narrative Summary:

The California Department of Education (CDE) contracts with the California Healthy Kids Resource Center (CHKRC) to develop a nutrition education training institute for teachers, after-school program staff, district and county office of education staff, and university faculty regarding the newly adopted California health education standards. CDE executes a second contract with CHKRC to develop a rubric to evaluate currently published nutrition education curricula for consistency with USDA guidelines and appropriateness for teaching adolescent expectant and parenting students. The educational materials address a range of nutrition practices for infancy through adolescence and nutrition during pregnancy and breastfeeding. An expert panel evaluates the curricula and CHKRC purchases materials for circulation. Information concerning the availability of these materials is distributed electronically to California School Age Families Education program personnel for use in parenting instruction settings and child care and development centers. Caregivers in these settings support the instruction by modeling healthy feeding practices. CDE state consultants also provide training in infant and toddler feeding for conference attendees at the California Alliance Concerned with School Age Parenting and Pregnancy Prevention and the California School Nutrition Association and participate in the 2007 Childhood Obesity Conference in Anaheim, CA.

**CALIFORNIA DEPARTMENT OF PUBLIC HEALTH, CHRONIC DISEASE CONTROL,
CALIFORNIA PROJECT LEAN
Jump Start Teens Trainings**

DHS Sister Program

Ms. Joanne Gooley, M.A., R.D.

Physical Activity Specialist
PO Box 997413 MS 7211
Sacramento, CA 95899-7413

Phone: (916) 449-5294

Fax: (916) 552-9912

jgooley@dhs.ca.gov

Grant Amount: \$200,000

First Funded: 1997

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Doris Matsui
CA Sen. Darrell Steinberg
CA Asm. Dave Jones

Target Audience

- Age: 12 to 17; 18 to 24; 25 to 54; 55 to 64; Over 65
- Language: English (100%)

Intervention Channels:

Afterschool Programs (25); Community-Based Organizations (12); Community Youth Organizations (12); Parks, Recreation Centers (8); School Grades: 6-12

Narrative Summary:

Healthy eating and physical activity affect a student's ability to learn and perform to his/her full potential. The typical student not only skips breakfast but also eats a less-than-nutritious lunch. Combine that with physical inactivity and you have students with shorter attention spans who can't properly focus on classwork. Jump Start Teens supports team-building among teachers, coaches, staff, parents, the community and students in a coordinated effort to get young people active, healthy and eating well! The trainings are offered throughout the state based on needs and on the ability to implement the lessons. Project LEAN staff works closely with Nutrition Network staff to make sure that the trainings are tailored to meet the specific needs of the target population.

**CALIFORNIA DEPARTMENT OF PUBLIC HEALTH, EPIDEMIOLOGY AND PREVENTION
FOR INJURY CONTROL
California Healthy Cities and Communities**

DHS Sister Program

| | | |
|---|---|---|
| Ms. Thea Perrino 1851 Heritage Lane Ste 250 Sacramento, CA 95815 Phone: (916) 646-8680 Fax: (916) 646-8660 tperrino@civicpartnerships.org | Grant Amount: \$262,952 First Funded: 1998 | <u>Legislators</u> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Doris Matsui CA Sen. Darrell Steinberg CA Asm. Dave Jones |
|---|---|---|

This contract ends early on June 30, 2007.

Target Audience

- Gender: Male (53%); Female (47%)
- Age: All Ages
- Ethnicity: African American (33%); Caucasian (4%); Latino (62%)
- Language: English (37%); Spanish (62%)

Intervention Channels:

Community-Based Organizations (1); Gardens (2); Grocery Stores (1); Health Care Facilities (non-government) (1); Housing Projects (1); Public Health Departments (1)

Narrative Summary:

California Healthy Cities and Communities (CHCC) provides technical assistance to two healthy cities FSNE sites, including assistance with programmatic development and web resources. CHCC also provides 'on-call' technical assistance, a publication on best practices in community-based nutrition education programs, and resources. These are provided to Network-funded sites and the eleven Regional Nutrition Networks, intermediaries serving the FSNE-eligible population, and the two healthy cities sites.

CHCC Sites program summaries:

- The City of Delano engages FSNE-eligible residents and migrant farm workers and their families in garden-based nutrition education projects. Through a partnership with the Regional Medical Center, participants will learn to incorporate fruits and vegetables into their diet, including taste-testing and cooking demonstrations.
- The Alameda County Public Health Department partners with a local non-profit to educate FSNE-eligible residents who frequent a grocery market in a West Oakland neighborhood. Participants will receive nutrition education.

**CALIFORNIA DEPARTMENT OF PUBLIC HEALTH, HEALTH INFORMATION AND
STRATEGIC PLANNING
Geographic Information System (GIS)***DHS Sister Program***Mr. Toshi Hayashi**

Office of County Health Services -
Refugee Health
PO Box 997413 MS 5204
Sacramento, CA 95899-7413

Phone: (916) 552-9921

Thayashi@dhs.ca.gov

First Funded: 2004-2005

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Doris Matsui
CA Sen. Darrell Steinberg
CA Asm. Dave Jones

Narrative Summary:

The contractor will be responsible for four functions: DATA LAYER MAINTENANCE and UPDATES--Provide continued support for researching, identifying, validating and acquiring new sources of data for CNN GIS viewer and updating existing data layers. Coordinate/research data purchasing. FUNCTIONALITY ENHANCEMENTS/UPDATES-- Based on feedback from CPNS staff as well as GIS application experience of SUTA staff, propose and implement changes for enhancements to functionality and design layout after discussion among SUTA and CPNS staff and partners. ON-GOING POST-IMPLEMENTATION/TECHNICAL SUPPORT-- SUTA will provide ongoing technical and training support for CPNS staff and partners in order to ensure full understanding of the uses of the CNN GIS Viewer application as it relates to programmatic goals set forth by CPNS. Goal 4: DATA ANALYSIS AND RESEARCH SUPPORT-- SUTA will provide data analysis, data cleaning and processing, recommendations, policy analysis assistance, explanations of Census Data, and research support. Goal 5: TRANSFER OF GIS UPDATES TO WEB HOSTING SERVER--Coordinate all efforts with assistance from Contractor stated in Goal 2, in ensuring the successful implementation of updated CNN GIS Viewer (data and functional enhancements) onto the contracted Web Hosting Servers (currently Binary Bus).

CALIFORNIA DEPARTMENT OF PUBLIC HEALTH, PRIMARY CARE AND FAMILY HEALTH

Childhood Obesity Conference

DHS Sister Program

Ms. Carol Chase

Chief, Nutrition & Breastfeeding
Education and Training Section,
WIC Branch

3901 Lennane Dr
Sacramento, CA 95834-1922

Phone: (916) 928-8888

Fax: (916) 928-0709

cchase1@dhs.ca.gov

Grant Amount: \$82,000

First Funded: 1996-1997

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Doris Matsui
CA Sen. Darrell Steinberg
CA Asm. Roger Niello

Narrative Summary:

2007 CHILDHOOD OBESITY CONFERENCE

The Department of Health Services (DHS), in collaboration with the Department of Education (CDE) and the U. C. Berkeley Center for Weight and Health (Center), will be planning the fourth conference to address childhood obesity. The conference will be held January 23-26, 2007, at the Marriott Hotel in Anaheim. The conference will highlight evaluation of current interventions for healthcare providers and other individuals and organizations that work with low-income children and their parents and those eligible for food stamps. The 2007 theme is "Protecting the Future of California's Children." Conference goals are:

- Increase public awareness of prevention policies and efforts that support healthy eating and physical activity environments.
- Focus on prevention strategies that meet the needs of high risk and low income communities.
- Identify approaches to ensure healthy eating and active play are the norm for children.
- Showcase efforts to improve access to healthy food, activity, and recreation.

Planning committee members represent the Center, CDE including the Child Nutrition Programs, and DHS including both the *Nutrition Network* and the WIC Program. Speaker topics and objectives will include tools and strategies appropriate for low-income populations at or below 185% of the Federal Poverty Level. FSNE funds for this phase of the planning are approximately 23 percent of the costs. In California, according to the most recent available census tract information, 27 percent of the estimated 9 million children are at or below 130 percent of the federal poverty level (FPL) (40 percent are at or below 185% FPL).

CENTER FOR COLLABORATIVE SOLUTIONS**After School Programs as a Means for Improving Dietary Behavior of Food Stamp Eligible Children and their Families***Statewide Project***Ms. Janet Walden**

President & CEO

1329 Howe Avenue Suite 200

Sacramento, CA 95825-3363

Phone: (916) 567-9911

Fax: (916) 567-0776

jwaldenccs@aol.com

Grant Amount: \$294,874**First Funded: 2004-2005****Legislators**

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Doris Matsui

CA Sen. Darrell Steinberg

CA Asm. Dave Jones

Intervention Channels:

Afterschool Programs (55)

Narrative Summary:

This year, the Center for Collaborative Solutions (CCS) will continue its efforts to bring about major changes throughout the state utilizing the existing afterschool program infrastructure to educate food-stamp eligible children and their families about improved dietary behaviors. CCS will continue working with the Nutrition Education Leadership Learning Community (NELLC), which is comprised of eleven afterschool programs engaged in innovative and successful nutrition education and physical activity approaches. These programs are the After-School All-Stars (Los Angeles), Club Y.E.S.I. (Madera), ExCEL After School Programs (San Francisco), Fitness for Life (Watsonville), FRESH (Fresno), Greenfield Foundation for SUCCESS (Bakersfield), Mt. Diablo CARES (Concord), Sonoma SERVES COOL School (Rohnert Park), Woodcraft Rangers (Los Angeles), A World Fit for Kids! (Los Angeles), and MCA of Santa Clara and the Mid-Peninsula (San Jose). Three meetings will be convened, providing critical, hands-on coaching and mentoring to embed the Exemplary Afterschool Practices in nutrition education and physical activity. The NELLC programs will ultimately become learning hubs in nutrition education for all of California's afterschool programs.

CCS will also leverage Proposition 49, which provides a tremendous opportunity to reach more afterschool programs in new ways, to publicize the Exemplary Afterschool Practices and the work of this initiative. This year CCS will hold a highly-publicized event to educate and train California's afterschool programs on the Exemplary Practices and indicator rubrics. Nutrition education trainings will be designed to familiarize afterschool programs with the Exemplary Afterschool Practices and high-leverage activities that can best serve food-stamp eligible children in bringing about important behavioral changes. Trainings will also help programs STET institutionalize nutrition education practices throughout their programs in ways that integrate them with the programs' larger objectives. Trainings will be held in 2007-2008.

ECOLOGY CENTER
Electronic Benefits Transfer (EBT)*Statewide Project*

| | | |
|---|--|---|
| Ms. Linda Langan Statewide Project Manager 2530 San Pablo Avenue Berkeley, CA 94702-2000 Phone: (510) 409-0477 Fax: (510) 548-2240 linda@ecologycenter.org | Grant Amount: \$99,973 First Funded: 2000 | <u>Legislators</u> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Barbara Lee CA Sen. Don Perata CA Asm. Loni Hancock |
|---|--|---|

Intervention Channels:

Food Stamp Offices (15); WIC Sites (15); QUALIFIED FARMERS' MARKETS (15)

Narrative Summary:

Eat Better Today (EBT) is a program designed to increase the use of EBT benefits at qualified farmers' markets in three major target areas: San Francisco Bay Area, California Central Valley, and the Greater Los Angeles Metropolitan Area. The program focuses on supporting market managers in promoting the use of EBT at their markets and on creating collaborative promotions in qualified census tracts by engaging benefits administrators, opinion leaders, and other social networks where eligible individuals predominate. As numerous markets now have the technical capacity to accept EBT, this program seeks to increase the use of this capacity as a means of increase the consumption of fresh foods by income-eligible residents.

OCCIDENTAL COLLEGE, CENTER FOR FOOD AND JUSTICE
Farm to School Workshops*Statewide Project***Ms. Moira Beery**UEPI, 1600 Campus Road MS-M1
Los Angeles, CA 90041-3314

Phone: (323) 341-5099

Fax: (323) 259-2734

beery@oxy.edu

Grant Amount: \$39,372**First Funded: 2004-2005****Legislators**

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Xavier Becerra

CA Sen. Jack Scott

CA Asm. Anthony Portantino

Target Audience

- Age: All Ages
- Language: English (100%)

Intervention Channels:

Schools (K-12) (6)

Narrative Summary:

The Center for Food & Justice, a division of the Urban & Environmental Policy Institute at Occidental College will work to sustain the momentum around nutrition education via farm to school programs among low-income Californians by responding to the requests for assistance and resources from low-income schools. It is expected that through intensive personalized technical assistance, more innovative programs utilizing locally grown produce in the cafeteria and classroom can become institutionalized in California schools. This strategy will build upon previous work, including the success of the Regional Farm to School Workshops and Harvest of the Month program implementation. In addition, project staff will work with farmers through workshops and resource distribution to help prepare them to sell produce directly to schools. Through collaborations with existing collaboratives and nutrition projects, project staff hope to increase the existence of farm to school programs and expand awareness of farm to school as a successful and impactful nutrition education program.

IV. Indices

ALPHABETICAL LISTING OF ALL ORGANIZATIONS

| Organization Name | Contract Type | Page Number |
|---|---|--------------------|
| ABC Unified School District | <i>Local Incentive Awardee: Education - School District</i> | 87 |
| Acts Community Development | <i>Faith-Based</i> | 3 |
| Alameda County Health Care Services Agency | <i>Local Incentive Awardee: Government - Local Public Health Department</i> | 4 |
| Alameda County Office of Education | <i>Local Incentive Awardee: Education - County Office of Education</i> | 5 |
| Alameda County Office of Education | <i>Local Incentive Awardee: Education - County Office of Education</i> | 6 |
| Alameda County Office of Education | <i>Statewide Project</i> | 152 |
| Alhambra Unified School District | <i>Local Incentive Awardee: Education - School District</i> | 88 |
| Alisal Union School District | <i>Local Incentive Awardee: Education - School District</i> | 31 |
| Alondra Church of Christ | <i>Faith-Based</i> | 89 |
| Baptist Ministers Conference | <i>Faith-Based</i> | 90 |
| Berkeley Unified School District | <i>Local Incentive Awardee: Education - School District</i> | 7 |
| California Association of Food Banks | <i>Food Stamp Outreach</i> | 153 |
| California Association of Food Banks | <i>Nonprofit Incentive Awardee</i> | 154 |
| California Department of Education | <i>Other State Public Entities</i> | 155 |
| California Department of Public Health, Chronic Disease Control, California Project LEAN | <i>DHS Sister Program</i> | 156 |
| California Department of Public Health, Epidemiology and Prevention for Injury Control | <i>DHS Sister Program</i> | 157 |
| California Department of Public Health, Health Information and Strategic Planning | <i>DHS Sister Program</i> | 158 |
| California Department of Public Health, Primary Care and Family Health | <i>DHS Sister Program</i> | 159 |
| California Health Collaborative | <i>Regional Nutrition Network</i> | 147 |
| California Rural Indian Health Board, Inc. | <i>Local Incentive Awardee: Indian Tribal Organizations</i> | 71 |
| California State University, Chico, Research Foundation | <i>Nonprofit Incentive Awardee</i> | 148 |
| Calistoga Joint Unified School District | <i>Local Incentive Awardee: Education - School District</i> | 119 |
| CANGRESS | <i>Local Food and Nutrition Education</i> | 91 |
| Center for Collaborative Solutions | <i>Statewide Project</i> | 160 |
| Central Valley Health Network | <i>Nonprofit Incentive Awardee</i> | 38 |
| Children's Council of San Francisco | <i>Local Food and Nutrition Education</i> | 9 |

| Organization Name | Contract Type | Page Number |
|--|--|--------------------|
| City and County of San Francisco, Department of Public Health | <i>Local Incentive Awardee: Government - Local Public Health Department</i> | 21 |
| City of Berkeley Health and Human Services Department | <i>Local Incentive Awardee: Government - Local Public Health Department</i> | 8 |
| City of Duarte Parks and Recreation Department | <i>Local Incentive Awardee: Government - Parks & Recreation Department</i> | 95 |
| City of Long Beach Department of Public Health | <i>Local Incentive Awardee: Government - Local Public Health Department</i> | 103 |
| City of Montclair | <i>Local Incentive Awardee: Government - City Government</i> | 57 |
| City of Pasadena Public Health Department | <i>Local Incentive Awardee: Government - Local Public Health Department</i> | 113 |
| City of San Bernardino Parks, Recreation and Community Services Department | <i>Local Incentive Awardee: Government - Parks & Recreation Department</i> | 59 |
| Community Alliance with Family Farmers | <i>Local Food and Nutrition Education</i> | 72 |
| Community Services Planning Council, Inc. | <i>Local Food and Nutrition Education</i> | 73 |
| Community Services Unlimited, Inc. | <i>Local Food and Nutrition Education</i> | 92 |
| Compton Unified School District | <i>Local Incentive Awardee: Education - School District</i> | 93 |
| Contra Costa Health Services | <i>Local Incentive Awardee: Government - Local Public Health Department</i> | 10 |
| Council of Orange County, St. Vincent de Paul | <i>Local Food and Nutrition Education</i> | 129 |
| County of Riverside Community Health Agency | <i>Local Incentive Awardee: Government - Local Public Health Department</i> | 58 |
| County of San Bernardino Department of Public Health | <i>Local Incentive Awardee: Government - Local Public Health Department</i> | 60 |
| County of San Bernardino Department of Public Health | <i>Regional Nutrition Network</i> | 61 |
| County of Tulare Health and Human Services Agency | <i>Local Incentive Awardee: Government - Local Public Health Department</i> | 50 |
| Del Norte Unified School District | <i>Local Incentive Awardee: Education - School District</i> | 120 |
| Downey Unified School District | <i>Local Incentive Awardee: Education - School District</i> | 94 |
| East Bay Asian Youth Center | <i>Local Food and Nutrition Education</i> | 11 |

| Organization Name | Contract Type | Page Number |
|--|--|--------------------|
| East Los Angeles College | <i>Local Incentive Awardee: Education - Public Colleges & Universities</i> | 96 |
| Ecology Center | <i>Local Food and Nutrition Education</i> | 12 |
| Ecology Center | <i>Statewide Project</i> | 161 |
| El Monte City School District | <i>Local Incentive Awardee: Education - School District</i> | 97 |
| Elk Grove Unified School District | <i>Local Incentive Awardee: Education - School District</i> | 74 |
| Environmental Education Council of Marin | <i>Local Food and Nutrition Education</i> | 13 |
| Faith Temple Church | <i>Faith-Based</i> | 56 |
| Farmersville Unified School District | <i>Local Incentive Awardee: Education - School District</i> | 39 |
| Food Bank of Yolo County | <i>Local Food and Nutrition Education</i> | 75 |
| Fresno County Office of Education | <i>Local Incentive Awardee: Education - County Office of Education</i> | 40 |
| Fresno Unified School District | <i>Local Incentive Awardee: Education - School District</i> | 41 |
| Friendly Church of God in Christ | <i>Faith-Based</i> | 139 |
| Gangsters for Christ | <i>Faith-Based</i> | 98 |
| Girls Club of Los Angeles | <i>Faith-Based</i> | 99 |
| Greenfield Union School District | <i>Local Incentive Awardee: Education - School District</i> | 42 |
| Hawthorne School District | <i>Local Incentive Awardee: Education - School District</i> | 100 |
| Health Education Council | <i>Local Food and Nutrition Education</i> | 76 |
| Health Education Council | <i>Regional Nutrition Network</i> | 77 |
| Healthy Oakland, Inc. | <i>Faith-Based</i> | 14 |
| Humboldt County Health and Human Services Department | <i>Regional Nutrition Network</i> | 121 |
| Humboldt County Office of Education | <i>Local Incentive Awardee: Education - County Office of Education</i> | 122 |
| Huntington Beach Union High School District | <i>Local Incentive Awardee: Education - School District</i> | 130 |
| Imperial County Public Health Department | <i>Local Incentive Awardee: Government - Local Public Health Department</i> | 140 |
| Jubilee Consortium | <i>Faith-Based</i> | 101 |
| Jubilee Restoration, Inc. | <i>Faith-Based</i> | 15 |

| Organization Name | Contract Type | Page Number |
|--|--|--------------------|
| Kern County Department of Public Health | <i>Local Incentive Awardee: Government - Local Public Health Department</i> | 43 |
| Kernville Union School District | <i>Local Incentive Awardee: Education - School District</i> | 44 |
| Lamont School District | <i>Local Incentive Awardee: Education - School District</i> | 45 |
| Long Beach Unified School District | <i>Local Incentive Awardee: Education - School District</i> | 102 |
| Los Angeles County Department of Public Health | <i>Regional Nutrition Network</i> | 104 |
| Los Angeles County Office of Education | <i>Local Incentive Awardee: Education - County Office of Education</i> | 105 |
| Los Angeles Trade Technical College | <i>Local Incentive Awardee: Education - Public Colleges & Universities</i> | 106 |
| Los Angeles Unified School District | <i>Local Incentive Awardee: Education - School District</i> | 107 |
| Madera County Children and Families Commission - First 5 | <i>Local Incentive Awardee: Education - First 5 Children and Families Commission</i> | 46 |
| Madera Unified School District | <i>Local Incentive Awardee: Education - School District</i> | 47 |
| Manila Community Services District | <i>Local Incentive Awardee: Government - City Government</i> | 123 |
| Marin County Health and Human Services | <i>Local Incentive Awardee: Government - Local Public Health Department</i> | 16 |
| Merced County Office of Education | <i>Local Incentive Awardee: Education - County Office of Education</i> | 48 |
| Monrovia Unified School District | <i>Local Incentive Awardee: Education - School District</i> | 108 |
| Montebello Unified School District | <i>Local Incentive Awardee: Education - School District</i> | 109 |
| Monterey County Health Department | <i>Local Incentive Awardee: Government - Local Public Health Department</i> | 32 |
| Monterey County Health Department | <i>Regional Nutrition Network</i> | 33 |
| Mount Diablo Unified School District | <i>Local Incentive Awardee: Education - School District</i> | 17 |
| Native American Health Center, Inc. | <i>Local Incentive Awardee: Indian Tribal Organizations</i> | 18 |
| New Direction Christian Center | <i>Faith-Based</i> | 79 |
| New Life Christian Center | <i>Faith-Based</i> | 110 |
| Newport-Mesa Unified School District | <i>Local Incentive Awardee: Education - School District</i> | 131 |

| Organization Name | Contract Type | Page Number |
|---|--|--------------------|
| Occidental College, Center for Food and Justice | <i>Local Food and Nutrition Education</i> | 111 |
| Occidental College, Center for Food and Justice | <i>Statewide Project</i> | 162 |
| Orange County Health Care Agency | <i>Local Incentive Awardee: Government - Local Public Health Department</i> | 132 |
| Orange County Health Care Agency | <i>Regional Nutrition Network</i> | 133 |
| Orange County Superintendent of Schools | <i>Local Incentive Awardee: Education - County Office of Education</i> | 134 |
| Orange County Superintendent of Schools | <i>Local Incentive Awardee: Education - County Office of Education</i> | 135 |
| Orange Unified School District | <i>Local Incentive Awardee: Education - School District</i> | 136 |
| Pasadena Unified School District | <i>Local Incentive Awardee: Education - School District</i> | 112 |
| People's Grocery | <i>Local Food and Nutrition Education</i> | 19 |
| Placer County Department of Health and Human Services | <i>Local Incentive Awardee: Government - Local Public Health Department</i> | 80 |
| Rosemead School District | <i>Local Incentive Awardee: Education - School District</i> | 114 |
| Sacramento County Department of Health and Human Services | <i>Local Incentive Awardee: Government - Local Public Health Department</i> | 81 |
| San Benito Health and Human Services Agency | <i>Local Incentive Awardee: Government - Local Public Health Department</i> | 34 |
| San Diego Community College District | <i>Local Incentive Awardee: Education - Public Colleges & Universities</i> | 141 |
| San Francisco Unified School District | <i>Local Incentive Awardee: Education - School District</i> | 20 |
| San Joaquin County Public Health Services | <i>Local Incentive Awardee: Government - Local Public Health Department</i> | 82 |
| San Mateo County Health Services Agency | <i>Local Incentive Awardee: Government - Local Public Health Department</i> | 22 |
| Santa Ana Unified School District | <i>Local Incentive Awardee: Education - School District</i> | 137 |
| Santa Barbara County Public Health Department | <i>Local Incentive Awardee: Government - Local Public Health Department</i> | 65 |
| Santa Clara County Public Health Department | <i>Local Incentive Awardee: Government - Local Public Health Department</i> | 23 |

| Organization Name | Contract Type | Page Number |
|--|--|--------------------|
| Santa Clara County Public Health Department | <i>Regional Nutrition Network</i> | 24 |
| Santa Clarita Valley School Food Services Agency | <i>Local Incentive Awardee: Education - School District</i> | 115 |
| Santa Cruz City School District | <i>Local Incentive Awardee: Education - School District</i> | 35 |
| Second Harvest Food Bank of Santa Cruz and San Benito Counties | <i>Local Food and Nutrition Education</i> | 36 |
| Shasta County Health and Human Services Agency, Public Health Branch | <i>Local Incentive Awardee: Government - Local Public Health Department</i> | 149 |
| Shasta County Office of Education | <i>Local Incentive Awardee: Education - County Office of Education</i> | 150 |
| Solano County Health and Social Services Department | <i>Local Incentive Awardee: Government - Local Public Health Department</i> | 83 |
| Sonoma County Department of Health Services | <i>Local Incentive Awardee: Government - Local Public Health Department</i> | 124 |
| Sonoma State University | <i>Local Incentive Awardee: Education - Public Colleges & Universities</i> | 125 |
| Southern Indian Health Council, Inc. | <i>Local Incentive Awardee: Indian Tribal Organizations</i> | 142 |
| Stanislaus County Health Services Agency | <i>Local Incentive Awardee: Government - Local Public Health Department</i> | 84 |
| Temple Community Outreach Center | <i>Faith-Based</i> | 63 |
| The Regents of the University of California, Berkeley | <i>Local Food and Nutrition Education</i> | 51 |
| The Regents of the University of California, Cooperative Extension of Alameda County | <i>Local Incentive Awardee: Education - University of California Cooperative Extension</i> | 26 |
| The Regents of the University of California, Cooperative Extension of Alameda County | <i>Local Incentive Awardee: Education - University of California Cooperative Extension</i> | 27 |
| The Regents of the University of California, Cooperative Extension of Fresno County | <i>Regional Nutrition Network</i> | 52 |
| The Regents of the University of California, San Diego | <i>Local Incentive Awardee: Education - Public Colleges & Universities</i> | 143 |
| The Regents of the University of California, San Diego | <i>Regional Nutrition Network</i> | 144 |
| Trust of Conservation Innovation, on behalf of Nextcourse | <i>Local Food and Nutrition Education</i> | 25 |
| Tulare County Office of Education | <i>Local Incentive Awardee: Education - County Office of Education</i> | 49 |
| Ukiah Unified School District | <i>Local Incentive Awardee: Education - School District</i> | 126 |

| Organization Name | Contract Type | Page Number |
|---|---|--------------------|
| United Indian Health Services, Inc. | <i>Local Incentive Awardee: Indian Tribal Organizations</i> | 127 |
| University of Southern California | <i>Local Food and Nutrition Education</i> | 116 |
| Urban Resource Systems, Inc. | <i>Local Food and Nutrition Education</i> | 28 |
| Vaughn Next Century Learning Center | <i>Local Incentive Awardee: Education - School District</i> | 117 |
| Ventura County Public Health Department | <i>Local Incentive Awardee: Government - Local Public Health Department</i> | 66 |
| Ventura County Public Health Department | <i>Regional Nutrition Network</i> | 67 |
| Ventura Unified School District | <i>Local Incentive Awardee: Education - School District</i> | 69 |
| Visalia Unified School District | <i>Local Incentive Awardee: Education - School District</i> | 54 |
| West Contra Costa Unified School District | <i>Local Incentive Awardee: Education - School District</i> | 29 |
| Yolo County Health Department | <i>Local Incentive Awardee: Government - Local Public Health Department</i> | 85 |
| Youth4rce, Inc. | <i>Faith-Based</i> | 145 |

ORGANIZATIONS LISTED BY CONTRACT TYPE

DHS SISTER PROGRAM

| | |
|--|-----|
| California Department of Public Health, Chronic Disease Control, California Project LEAN | 156 |
| California Department of Public Health, Epidemiology and Prevention for Injury Control | 157 |
| California Department of Public Health, Health Information and Strategic Planning | 158 |
| California Department of Public Health, Primary Care and Family Health | 159 |

FAITH-BASED

| | |
|----------------------------------|-----|
| Acts Community Development | 3 |
| Alondra Church of Christ | 89 |
| Baptist Ministers Conference | 90 |
| Faith Temple Church | 56 |
| Friendly Church of God in Christ | 139 |
| Gangsters for Christ | 98 |
| Girls Club of Los Angeles | 99 |
| Healthy Oakland, Inc. | 14 |
| Jubilee Consortium | 101 |
| Jubilee Restoration, Inc. | 15 |
| New Direction Christian Center | 79 |
| New Life Christian Center | 110 |
| Temple Community Outreach Center | 63 |
| Youth4rce, Inc. | 145 |

FOOD STAMP OUTREACH

| | |
|--------------------------------------|-----|
| California Association of Food Banks | 153 |
|--------------------------------------|-----|

LOCAL FOOD AND NUTRITION EDUCATION

| | |
|---|-----|
| CANGRESS | 91 |
| Children's Council of San Francisco | 9 |
| Community Alliance with Family Farmers | 72 |
| Community Services Planning Council, Inc. | 73 |
| Community Services Unlimited, Inc. | 92 |
| Council of Orange County, St. Vincent de Paul | 129 |
| East Bay Asian Youth Center | 11 |
| Ecology Center | 12 |
| Environmental Education Council of Marin | 13 |
| Food Bank of Yolo County | 75 |
| Health Education Council | 76 |
| Occidental College, Center for Food and Justice | 111 |
| People's Grocery | 19 |

Organizations Listed by Contract Type

| | |
|--|-----|
| Second Harvest Food Bank of Santa Cruz and San Benito Counties | 36 |
| Trust of Conservation Innovation, on behalf of Nextcourse | 25 |
| The Regents of the University of California, Berkeley | 51 |
| University of Southern California | 116 |
| Urban Resource Systems, Inc. | 28 |

LOCAL INCENTIVE Awardee: Education - County Office of Education

| | |
|---|-----|
| Alameda County Office of Education | 5 |
| Alameda County Office of Education | 6 |
| Fresno County Office of Education | 40 |
| Humboldt County Office of Education | 122 |
| Los Angeles County Office of Education | 105 |
| Merced County Office of Education | 48 |
| Orange County Superintendent of Schools | 134 |
| Orange County Superintendent of Schools | 135 |
| Shasta County Office of Education | 150 |
| Tulare County Office of Education | 49 |

LOCAL INCENTIVE Awardee: Education - First 5 Children and Families Commission

| | |
|--|----|
| Madera County Children and Families Commission - First 5 | 46 |
|--|----|

LOCAL INCENTIVE Awardee: Education - Public Colleges & Universities

| | |
|--|-----|
| East Los Angeles College | 96 |
| Los Angeles Trade Technical College | 106 |
| San Diego Community College District | 141 |
| Sonoma State University | 125 |
| The Regents of the University of California, San Diego | 143 |

LOCAL INCENTIVE Awardee: Education - School District

| | |
|---|-----|
| ABC Unified School District | 87 |
| Alhambra Unified School District | 88 |
| Alisal Union School District | 31 |
| Berkeley Unified School District | 7 |
| Calistoga Joint Unified School District | 119 |
| Compton Unified School District | 93 |
| Del Norte Unified School District | 120 |
| Downey Unified School District | 94 |
| El Monte City School District | 97 |
| Elk Grove Unified School District | 74 |
| Farmersville Unified School District | 39 |

Organizations Listed by Contract Type

| | |
|--|-----|
| Fresno Unified School District | 41 |
| Greenfield Union School District | 42 |
| Hawthorne School District | 100 |
| Huntington Beach Union High School District | 130 |
| Kernville Union School District | 44 |
| Lamont School District | 45 |
| Long Beach Unified School District | 102 |
| Los Angeles Unified School District | 107 |
| Madera Unified School District | 47 |
| Monrovia Unified School District | 108 |
| Montebello Unified School District | 109 |
| Mount Diablo Unified School District | 17 |
| Newport-Mesa Unified School District | 131 |
| Orange Unified School District | 136 |
| Pasadena Unified School District | 112 |
| Rosemead School District | 114 |
| San Francisco Unified School District | 20 |
| Santa Ana Unified School District | 137 |
| Santa Clarita Valley School Food Services Agency | 115 |
| Santa Cruz City School District | 35 |
| Ukiah Unified School District | 126 |
| Vaughn Next Century Learning Center | 117 |
| Ventura Unified School District | 69 |
| Visalia Unified School District | 54 |
| West Contra Costa Unified School District | 29 |

LOCAL INCENTIVE Awardee: Education - University of California Cooperative Extension

| | |
|--|----|
| The Regents of the University of California, Cooperative Extension of Alameda County | 26 |
| The Regents of the University of California, Cooperative Extension of Alameda County | 27 |

LOCAL INCENTIVE Awardee: Government - City Government

| | |
|------------------------------------|-----|
| Manila Community Services District | 123 |
| City of Montclair | 57 |

LOCAL INCENTIVE Awardee: Government - Local Public Health Department

| | |
|---|-----|
| Alameda County Health Care Services Agency | 4 |
| City of Berkeley Health and Human Services Department | 8 |
| Contra Costa Health Services | 10 |
| Imperial County Public Health Department | 140 |

Organizations Listed by Contract Type

| | |
|--|-----|
| Kern County Department of Public Health | 43 |
| City of Long Beach Department of Public Health | 103 |
| Marin County Health and Human Services | 16 |
| Monterey County Health Department | 32 |
| Orange County Health Care Agency | 132 |
| City of Pasadena Public Health Department | 113 |
| Placer County Department of Health and Human Services | 80 |
| County of Riverside Community Health Agency | 58 |
| Sacramento County Department of Health and Human Services | 81 |
| San Benito Health and Human Services Agency | 34 |
| County of San Bernardino Department of Public Health | 60 |
| City and County of San Francisco, Department of Public Health | 21 |
| San Joaquin County Public Health Services | 82 |
| San Mateo County Health Services Agency | 22 |
| Santa Barbara County Public Health Department | 65 |
| Santa Clara County Public Health Department | 23 |
| Shasta County Health and Human Services Agency, Public Health Branch | 149 |
| Solano County Health and Social Services Department | 83 |
| Sonoma County Department of Health Services | 124 |
| Stanislaus County Health Services Agency | 84 |
| County of Tulare Health and Human Services Agency | 50 |
| Ventura County Public Health Department | 66 |
| Yolo County Health Department | 85 |

LOCAL INCENTIVE Awardee: GOVERNMENT - PARKS & RECREATION DEPARTMENT

| | |
|--|----|
| City of Duarte Parks and Recreation Department | 95 |
| City of San Bernardino Parks, Recreation and Community Services Department | 59 |

LOCAL INCENTIVE Awardee: INDIAN TRIBAL ORGANIZATIONS

| | |
|--|-----|
| California Rural Indian Health Board, Inc. | 71 |
| Native American Health Center, Inc. | 18 |
| Southern Indian Health Council, Inc. | 142 |
| United Indian Health Services, Inc. | 127 |

NONPROFIT INCENTIVE Awardee

| | |
|---|-----|
| California Association of Food Banks | 154 |
| California State University, Chico, Research Foundation | 148 |
| Central Valley Health Network | 38 |

OTHER STATE PUBLIC ENTITIES

| | |
|------------------------------------|-----|
| California Department of Education | 155 |
|------------------------------------|-----|

REGIONAL NUTRITION NETWORK

| | |
|---|-----|
| California Health Collaborative | 147 |
| Health Education Council | 77 |
| Humboldt County Health and Human Services Department | 121 |
| Los Angeles County Department of Public Health | 104 |
| Monterey County Health Department | 33 |
| Orange County Health Care Agency | 133 |
| County of San Bernardino Department of Public Health | 61 |
| Santa Clara County Public Health Department | 24 |
| The Regents of the University of California, San Diego | 144 |
| The Regents of the University of California, Cooperative Extension of Fresno County | 52 |
| Ventura County Public Health Department | 67 |

STATEWIDE PROJECT

| | |
|---|-----|
| Alameda County Office of Education | 152 |
| Center for Collaborative Solutions | 160 |
| Ecology Center | 161 |
| Occidental College, Center for Food and Justice | 162 |

ORGANIZATIONS LISTED BY COUNTY

ALAMEDA COUNTY

| | |
|--|----|
| Acts Community Development | 3 |
| Alameda County Health Care Services Agency | 4 |
| Alameda County Office of Education | 5 |
| Alameda County Office of Education | 6 |
| Berkeley Unified School District | 7 |
| City of Berkeley Health and Human Services Department | 8 |
| East Bay Asian Youth Center | 11 |
| Ecology Center | 12 |
| Healthy Oakland, Inc. | 14 |
| Jubilee Restoration, Inc. | 15 |
| People's Grocery | 19 |
| The Regents of the University of California, Cooperative Extension of Alameda County | 26 |
| The Regents of the University of California, Cooperative Extension of Alameda County | 27 |

BUTTE COUNTY

| | |
|---|-----|
| California Health Collaborative | 147 |
| California State University, Chico, Research Foundation | 148 |

CONTRA COSTA COUNTY

| | |
|---|----|
| Contra Costa Health Services | 10 |
| Mount Diablo Unified School District | 17 |
| West Contra Costa Unified School District | 29 |

DEL NORTE COUNTY

| | |
|-----------------------------------|-----|
| Del Norte Unified School District | 120 |
|-----------------------------------|-----|

FRESNO COUNTY

| | |
|---|----|
| Central Valley Health Network | 38 |
| Fresno County Office of Education | 40 |
| Fresno Unified School District | 41 |
| The Regents of the University of California, Cooperative Extension of Fresno County | 52 |

HUMBOLDT COUNTY

| | |
|--|-----|
| Humboldt County Health and Human Services Department | 121 |
| Humboldt County Office of Education | 122 |
| Manila Community Services District | 123 |
| United Indian Health Services, Inc. | 127 |

IMPERIAL COUNTY

| | |
|--|-----|
| Imperial County Public Health Department | 140 |
|--|-----|

KERN COUNTY

| | |
|---|----|
| Greenfield Union School District | 42 |
| Kern County Department of Public Health | 43 |
| Kernville Union School District | 44 |
| Lamont School District | 45 |

LOS ANGELES COUNTY

| | |
|--|-----|
| ABC Unified School District | 87 |
| Alhambra Unified School District | 88 |
| Alondra Church of Christ | 89 |
| Baptist Ministers Conference | 90 |
| CANGRESS | 91 |
| Community Services Unlimited, Inc. | 92 |
| Compton Unified School District | 93 |
| Downey Unified School District | 94 |
| City of Duarte Parks and Recreation Department | 95 |
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| Rep. Lucille Roybal-Allard (District CA-34) Rayburn House Office Building Rm 2330 Washington, D.C., 20515-0534 (202) 225-1766 (202) 226-0350 | <i>CANGRESS.....</i> <i>Downey Unified School District</i> <i>Los Angeles County Office of Education.....</i> | 83 86 97 |
| Rep. Ed Royce (District CA-40) Rayburn House Office Building Rm 2185 Washington, D.C., 20515-0540 (202) 225-4111 (202) 226-0335 | <i>Council of Orange County, St. Vincent de</i> <i>Paul.....</i> <i>Orange Unified School District</i> | 119 126 |
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CALIFORNIA SENATE

<http://www.sen.ca.gov>

| Senator | Organization | Page Number |
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| Sen.Samuel Aanestad (District 4) State Capitol, Room 2054 Sacramento, CA 95814 (916) 651-4004 (916) 445-7750 Senator.Aanestad@senate.ca.gov www.senate.ca.gov/aanestad | <i>California Health Collaborative</i> 135 <i>California State University, Chico, Research Foundation</i> 136 <i>Del Norte Unified School District</i> 111 <i>Shasta County Health and Human Services Agency, Public Health Branch</i> 137 <i>Shasta County Office of Education</i> 138 | |
| Sen.Dick Ackerman (District 33) State Capitol, Room 305 Sacramento, CA 95814 (916) 651-4033 (916) 445-9754 Senator.Ackerman@senate.ca.gov www.senate.ca.gov/ackerman | <i>Council of Orange County, St. Vincent de Paul</i> 119 <i>Orange Unified School District</i> 126 | |
| Sen.Elaine Alquist (District 13) State Capitol, Room 5080 Sacramento, CA 95814 (916) 651-4013 (916) 324-0283 Senator.Alquist@senate.ca.gov www.senate.ca.gov/alquist | <i>Santa Clara County Public Health Department</i> 21 <i>Santa Clara County Public Health Department</i> 22 | |
| Sen.Roy Ashburn (District 18) State Capitol, Room 3063 Sacramento, CA 95814 (916) 651-4018 (916) 322-3304 senator.ashburn@sen.ca.gov www.senate.ca.gov/ashburn | <i>Farmersville Unified School District</i> 35 <i>Kernville Union School District</i> 40 <i>Tulare County Office of Education</i> 45 <i>County of Tulare Health and Human Services Agency</i> 46 <i>Visalia Unified School District</i> 50 | |
| Sen.Ronald Calderon (District 30) State Capitol, Room 5080 Sacramento, CA 95814 (916) 651-4030 (916) 327-8755 Senator.Calderon@senate.ca.gov www.senate.ca.gov/calderon | <i>Baptist Ministers Conference</i> 82 <i>Montebello Unified School District</i> 101 | |
| Sen.Gil Cedillo (District 22) State Capitol, Room 5100 Sacramento, CA 95814 (916) 651-4022 (916) 327-8817 www.senate.ca.gov/cedillo | <i>Alhambra Unified School District</i> 80 <i>CANGRESS</i> 83 <i>Los Angeles Trade Technical College</i> 98 | |

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| Sen.Lou Correa (District 34) State Capitol, Room 4062 Sacramento, CA 95814 (916) 651-4034 (916) 323-2323 Senator.Correa@senate.ca.gov www.senate.ca.gov/correa | <i>Orange County Health Care Agency</i> 122 <i>Orange County Health Care Agency</i> 123 <i>Santa Ana Unified School District</i> 127 | 122 123 127 |
| Sen.Dave Cox (District 1) State Capitol, Room 2068 Sacramento, CA 95814 (916) 651-4001 (916) 324-2680 Senator.Cox@senate.ca.gov www.senate.ca.gov/cox | <i>California Rural Indian Health Board, Inc.</i> 64 <i>Placer County Department of Health and Human Services</i> 73 | 64 73 |
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| Sen.Denise Ducheny (District 40) State Capitol, Room 5035 Sacramento, CA 95814 (916) 651-4040 (916) 327-3522 Senator.Ducheny@senate.ca.gov www.senate.ca.gov/ducheny | <i>Imperial County Public Health Department</i> 129 <i>San Diego Community College District</i> 130 <i>The Regents of the University of California, San Diego</i> 133 | |
| Sen.Bob Dutton (District 31) State Capitol, Room 5094 Sacramento, CA 95814 (916) 651-4031 (916) 327-2272 Senator.Dutton@sen.ca.gov www.senate.ca.gov/dutton | <i>County of Riverside Community Health Agency</i> 53 | |
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| Sen.Christine Kehoe (District 39) State Capitol, Room 4038 Sacramento, CA 95814 (916) 651-4039 (916) 327-2188 Senator.Kehoe@senate.ca.gov www.senate.ca.gov/kehoe | <i>The Regents of the University of California, San Diego</i> 132 <i>Youth4rce, Inc.</i> 134 | |

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| Sen.Michael Machado (District 5) State Capitol, Room 5066 Sacramento, CA 95814 (916) 651-4005 (916) 323-2304 Senator.Machado@senate.ca.gov www.senate.ca.gov/machado | <i>Community Alliance with Family Farmers</i> 65 <i>Food Bank of Yolo County.....</i> 68 <i>Health Education Council</i> 69 <i>Health Education Council</i> 70 <i>San Joaquin County Public Health Services.....</i> 75 <i>Solano County Health and Social Services Department</i> 76 <i>Yolo County Health Department.....</i> 78 | |
| Sen.Abel Maldonado (District 15) State Capitol, Room 4082 Sacramento, CA 95814 (916) 651-4015 (916) 445-8081 Senator.Maldonado@senate.ca.gov www.senate.ca.gov/maldonado | <i>Second Harvest Food Bank of Santa Cruz and San Benito Counties</i> 33 | |
| Sen.Bob Margett (District 29) State Capitol, Room 3082 Sacramento, CA 95814 (916) 651-4029 (916) 324-0922 Senator.Margett@senate.ca.gov www.senate.ca.gov/margett | <i>Monrovia Unified School District.....</i> 100 | |
| Sen.Tom McClintock (District 19) State Capitol, Room 3070 Sacramento, CA 95814 (916) 651-4019 (916) 324-7544 senator.mcclintock@sen.ca.gov republican.sen.ca.gov/web/mcclintock/ | <i>Santa Barbara County Public Health Department</i> 59 <i>Ventura County Public Health Department</i> 60 <i>Ventura County Public Health Department</i> 61 <i>Ventura Unified School District.....</i> 63 | |

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| Senator.Padilla@senate.ca.gov | | |
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| Sen.Don Perata (District 9) State Capitol, Room 205 Sacramento, CA 95814 (916) 651-4009 (916) 327-1997 Senator.Perata@senate.ca.gov www.senate.ca.gov/perata | Acts Community Development | 1 |
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| Sen. Jack Scott (District 21) State Capitol, Room 2082 Sacramento, CA 95814 (916) 651-4021 (916) 324-7543 Senator.Scott@senate.ca.gov www.senate.ca.gov/scott | <i>Occidental College, Center for Food and Justice</i> <i>Occidental College, Center for Food and Justice</i> <i>Pasadena Unified School District</i> <i>City of Pasadena Public Health Department</i> | 103 149 104 105 |
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| Sen. Tom Torlakson (District 7) State Capitol, Room 5050 Sacramento, CA 95814 (916) 651-4007 (916) 445-2527 Senator.Torlakson@senate.ca.gov www.senate.ca.gov/torlakson | <i>Contra Costa Health Services</i> <i>Mount Diablo Unified School District</i> | 8 15 |

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| Asm.Charles Calderon (District 58) State Capitol, Room 2117 Sacramento, CA 94249-0058 (916) 319-2058 (916) 319-2158 Assemblymember.calderon@assembly.ca.gov | <i>Downey Unified School District</i> <i>Montebello Unified School District.....</i> | <i>86</i> <i>101</i> |
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| Asm.Mike Davis (District 48) State Capitol, Room 2160 Sacramento, CA 94249-0048 (916) 319-2048 (916) 319-2148 assemblymember.davis@assembly.ca.gov | <i>Community Services Unlimited, Inc.....</i> <i>Gangsters for Christ</i> <i>Girls Club of Los Angeles</i> <i>Los Angeles County Department of Public</i> <i>Health.....</i> | <i>84</i> <i>90</i> <i>91</i> <i>96</i> |
| Asm.Hector De La Torre (District 50) State Capitol, Room 3173 Sacramento, CA 94249-0050 (916) 319-2050 (916) 319-2150 Assemblymember.DeLaTorre@assembly.ca.gov | <i>Los Angeles County Office of Education.....</i> | <i>97</i> |

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| Asm.Chuck DeVore (District 70) State Capitol, Room 4102 Sacramento, CA 94249-0070 (916) 319-2070 (916) 319-2170 assemblymember.devore@assembly.ca.gov | <i>Orange County Superintendent of Schools.....</i> | <i>124</i> |
| Asm.Mike Duvall (District 72) State Capitol, Room 4177 Sacramento, CA 94249-0072 (916) 319-2072 (916) 319-2172 assemblymember.duvall@assembly.ca.gov | <i>Council of Orange County, St. Vincent de Paul.....</i> <i>Orange Unified School District.....</i> | <i>119</i> <i>126</i> |
| Asm.Mervyn Dymally (District 52) State Capitol, Room 6005 Sacramento, CA 94249-0052 (916) 319-2052 (916) 319-2152 Assemblymember.Dymally@assembly.ca.gov | <i>Alondra Church of Christ.....</i> <i>Compton Unified School District.....</i> | <i>81</i> <i>85</i> |
| Asm.Bill Emmerson (District 63) State Capitol, Room 4158 Sacramento, CA 94249-0063 (916) 319-2063 (916) 319-2163 assemblymember.emmerson@assembly.ca.gov | <i>Faith Temple Church.....</i> <i>County of San Bernardino Department of Public Health.....</i> <i>County of San Bernardino Department of Public Health.....</i> | <i>51</i> <i>55</i> <i>56</i> |

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| Asm.Shirley Horton (District 78) State Capitol, Room 2174 Sacramento, CA 94249-0078 (916) 319-2078 (916) 319-2178 Assemblymember.Shirley.Horton@assembly.ca.gov | <i>The Regents of the University of California,</i> <i>San Diego</i> 132 <i>Youth4rce, Inc.</i> 134 | |
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| Asm.Dave Jones (District 9) State Capitol, Room 3146 Sacramento, CA 94249-0009 (916) 319-2009 (916) 319-2109 Assemblymember.jones@assembly.ca.gov | <i>California Department of Education</i> 142 <i>California Department of Public Health,</i> <i>Chronic Disease Control, California</i> <i>Project LEAN</i> 143 <i>California Department of Public Health,</i> <i>Epidemiology and Prevention for Injury</i> <i>Control</i> 144 <i>California Department of Public Health,</i> <i>Health Information and Strategic</i> <i>Planning</i> 145 <i>Center for Collaborative Solutions</i> 147 <i>Central Valley Health Network</i> 34 <i>Community Services Planning Council, Inc.</i> 66 <i>New Direction Christian Center</i> 72 <i>Sacramento County Department of Health</i> <i>and Human Services</i> 74 | |

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| Asm.Mark Leno (District 13) State Capitol, Room 2114 Sacramento, CA 94249-0013 (916) 319-2013 (916) 319-2113 Assemblymember.Leno@assembly.ca.gov | <i>Children's Council of San Francisco.....</i> 7 <i>City and County of San Francisco, Department of Public Health.....</i> 19 <i>Trust of Conservation Innovation, on behalf of Nextcourse.....</i> 23 <i>Urban Resource Systems, Inc.....</i> 26 | |
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| Asm.Bill Maze (District 34) State Capitol, Room 5160 Sacramento, CA 94249-0034 (916) 319-2034 (916) 319-2134 Assemblymember.Maze@assembly.ca.gov | <i>Farmersville Unified School District.....</i> <i>Tulare County Office of Education.....</i> <i>County of Tulare Health and Human Services</i> <i>Agency</i> <i>Visalia Unified School District.....</i> | <i>35</i> <i>45</i> <i>46</i> <i>50</i> |
| Asm.Tony Mendoza (District 56) State Capitol, Room 5144 Sacramento, CA 94249-0056 (916) 319-2056 (916) 319-2156 assemblymember.mendoza@assembly.ca.gov | <i>ABC Unified School District.....</i> <i>Baptist Ministers Conference.....</i> | <i>79</i> <i>82</i> |
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| Asm.Alan Nakanishi (District 10) State Capitol, Room 5175 Sacramento, CA 94249-0010 (916) 319-2010 (916) 319-2110 Assemblymember.Nakanishi@assembly.ca.gov | <i>Elk Grove Unified School District.....</i> | <i>67</i> |
| Asm.Pedro Nava (District 35) State Capitol, Room 2148 Sacramento, CA 94249-0035 (916) 319-2035 (916) 319-2135 Assemblymember.Nava@assembly.ca.gov | <i>Santa Barbara County Public Health</i> <i>Department</i> <i>Ventura County Public Health Department</i> <i>Ventura County Public Health Department</i> <i>Ventura Unified School District.....</i> | <i>59</i> <i>60</i> <i>61</i> <i>63</i> |
| Asm.Roger Niello (District 5) State Capitol, Room 6027 Sacramento, CA 94249-0005 (916) 319-2005 (916) 319-2105 assemblymember.niello@assembly.ca.gov | <i>California Department of Public Health,</i> <i>Primary Care and Family Health.....</i> <i>California Rural Indian Health Board, Inc.</i> | <i>146</i> <i>64</i> |

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| Asm.Fabian Nunez (District 46) State Capitol, Room 219 Sacramento, CA 94249-0046 (916) 319-2046 (916) 319-2146 Assemblymember.Nunez@assembly.ca.gov | <i>CANGRESS.....</i> <i>Los Angeles Trade Technical College.....</i> | <i>83</i> <i>98</i> |
| Asm.Nicole Parra (District 30) State Capitol, Room 5155 Sacramento, CA 94249-0030 (916) 319-2030 (916) 319-2130 Assemblymember.Parra@assembly.ca.gov | <i>Kern County Department of Public Health</i> <i>Lamont School District.....</i> | <i>39</i> <i>41</i> |
| Asm.Anthony Portantino (District 44) State Capitol, Room 2003 Sacramento, CA 94249-0044 (916) 319-2044 (916) 319-2144 assemblymember.portantino@assembly.ca.gov | <i>City of Duarte Parks and Recreation Department</i> <i>Monrovia Unified School District.....</i> <i>Occidental College, Center for Food and Justice</i> <i>Occidental College, Center for Food and Justice</i> <i>Pasadena Unified School District</i> <i>City of Pasadena Public Health Department.....</i> | <i>87</i> <i>100</i> <i>103</i> <i>149</i> <i>104</i> <i>105</i> |
| Asm.Curren Price (District 51) State Capitol, Room 2179 Sacramento, CA 94249-0051 (916) 319-2051 (916) 319-2151 assemblymember.price@assembly.ca.gov | <i>Hawthorne School District</i> | <i>92</i> |
| Asm.Mary Salas (District 79) State Capitol, Room 2137 Sacramento, CA 94249-0079 (916) 319-2079 (916) 319-2179 assemblymember.salas.@assembly.ca.gov | <i>San Diego Community College District</i> | <i>130</i> |
| Asm.Lori Saldana (District 76) State Capitol, Room 5150 Sacramento, CA 94249-0076 (916) 319-2076 (916) 319-2176 Assemblymember.Saldana@assembly.ca.gov | <i>The Regents of the University of California, San Diego</i> | <i>133</i> |

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| Asm.Cameron Smyth (District 38) State Capitol, Room 4153 Sacramento, CA 94249-0038 (916) 319-2038 (916) 319-2138 | <i>Santa Clarita Valley School Food Services Agency.....</i> | <i>107</i> |
| Asm.Jose Solorio (District 69) State Capitol, Room 2196 Sacramento, CA 94249-0069 (916) 319-2069 (916) 319-2169 Assemblymember.solorio@assembly.ca.gov | <i>Orange County Health Care Agency.....</i> <i>Orange County Health Care Agency.....</i> <i>Santa Ana Unified School District.....</i> | <i>122</i> <i>123</i> <i>127</i> |
| Asm.Nell Soto (District 61) State Capitol, Room 3091 Sacramento, CA 94249-0061 (916) 319-2061 (916) 319-2161 assemblymember.soto@assembly.ca.gov | <i>City of Montclair.....</i> | <i>52</i> |
| Asm.Sandre Swanson (District 16) State Capitol, Room 6012 Sacramento, CA 94249-0016 (916) 319-2016 (916) 319-2116 Assemblymember.swanson@assembly.ca.gov | <i>Acts Community Development.....</i> <i>Alameda County Health Care Services Agency.....</i> <i>California Association of Food Banks.....</i> <i>California Association of Food Banks.....</i> <i>East Bay Asian Youth Center.....</i> <i>Healthy Oakland, Inc.</i> <i>Native American Health Center, Inc.</i> <i>People's Grocery</i> <i>The Regents of the University of California, Cooperative Extension of Alameda County.....</i> <i>The Regents of the University of California, Cooperative Extension of Alameda County.....</i> | <i>1</i> <i>2</i> <i>140</i> <i>141</i> <i>9</i> <i>12</i> <i>16</i> <i>17</i> <i>24</i> <i>25</i> |
| Asm.Van Tran (District 68) State Capitol, Room 4130 Sacramento, CA 94249-0068 (916) 319-2068 (916) 319-2168 assemblymember.tran@assembly.ca.gov | <i>Huntington Beach Union High School District.....</i> <i>Newport-Mesa Unified School District.....</i> <i>Orange County Superintendent of Schools.....</i> | <i>120</i> <i>121</i> <i>125</i> |

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| Asm.Mike Villines (District 29) State Capitol, Room 3104 Sacramento, CA 94249-0029 (916) 319-2029 (916) 319-2129 assemblymember.villines@assembly.ca.gov | <i>Fresno Unified School District</i> <i>Madera County Children and Families Commission - First 5.....</i> <i>Madera Unified School District</i> | <i>37</i> <i>42</i> <i>43</i> |
| Asm.Mimi Walters (District 73) State Capitol, Room 6031 Sacramento, CA 94249-0073 (916) 319-2073 (916) 319-2173 Assemblymember.walters@assembly.ca.gov | <i>Friendly Church of God in Christ</i> | <i>128</i> |
| Asm.Loie Wolk (District 8) State Capitol, Room 3120 Sacramento, CA 94249-0008 (916) 319-2008 (916) 319-2108 Assemblymember.Wolk@assembly.ca.gov | <i>Community Alliance with Family Farmers</i> <i>Food Bank of Yolo County.....</i> <i>Health Education Council</i> <i>Health Education Council</i> <i>Solano County Health and Social Services Department</i> <i>Yolo County Health Department.....</i> | <i>65</i> <i>68</i> <i>69</i> <i>70</i> <i>76</i> <i>78</i> |

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